

# 2004 EDAC CEO Forecast Panel

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2/26/2004



# A Startup CEO's Perspective

What do all EDA startups have in common?



- Focus on our own niches
- Few customers from which to aggregate data
- Little or no time to research industry trends
- A high degree of “customer intimacy”

# Collective Feedback

- Customers are more open-minded to change than 6 months ago
  - But must address a “top-of-mind” problem
- Consumer market is the place to be
  - Networking market is recovering
- New model for geographic expansion
  - North America
    - Japan
    - Rest of Asia
    - Europe

***Thanks for the input!***

Bob Dahlberg  
Reshape

Alain Labat  
Tera Systems

Simon Napper  
Synfora

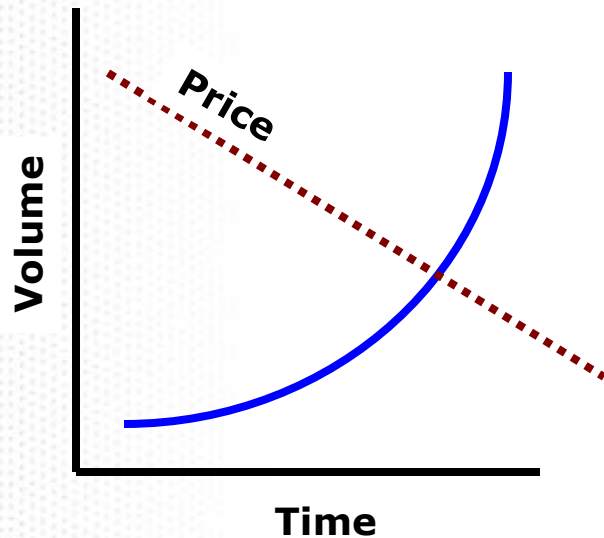
Prakash Narain  
Real Intent

...

# Consumer-Like Markets

Customers Pay for Value not Technology!

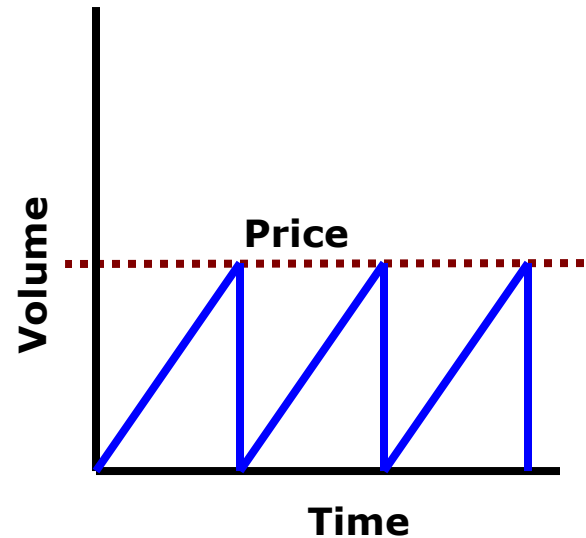
Learning Curve



- Lower Cost, Elastic Demand
- Long product life cycles
- Price and performance are key



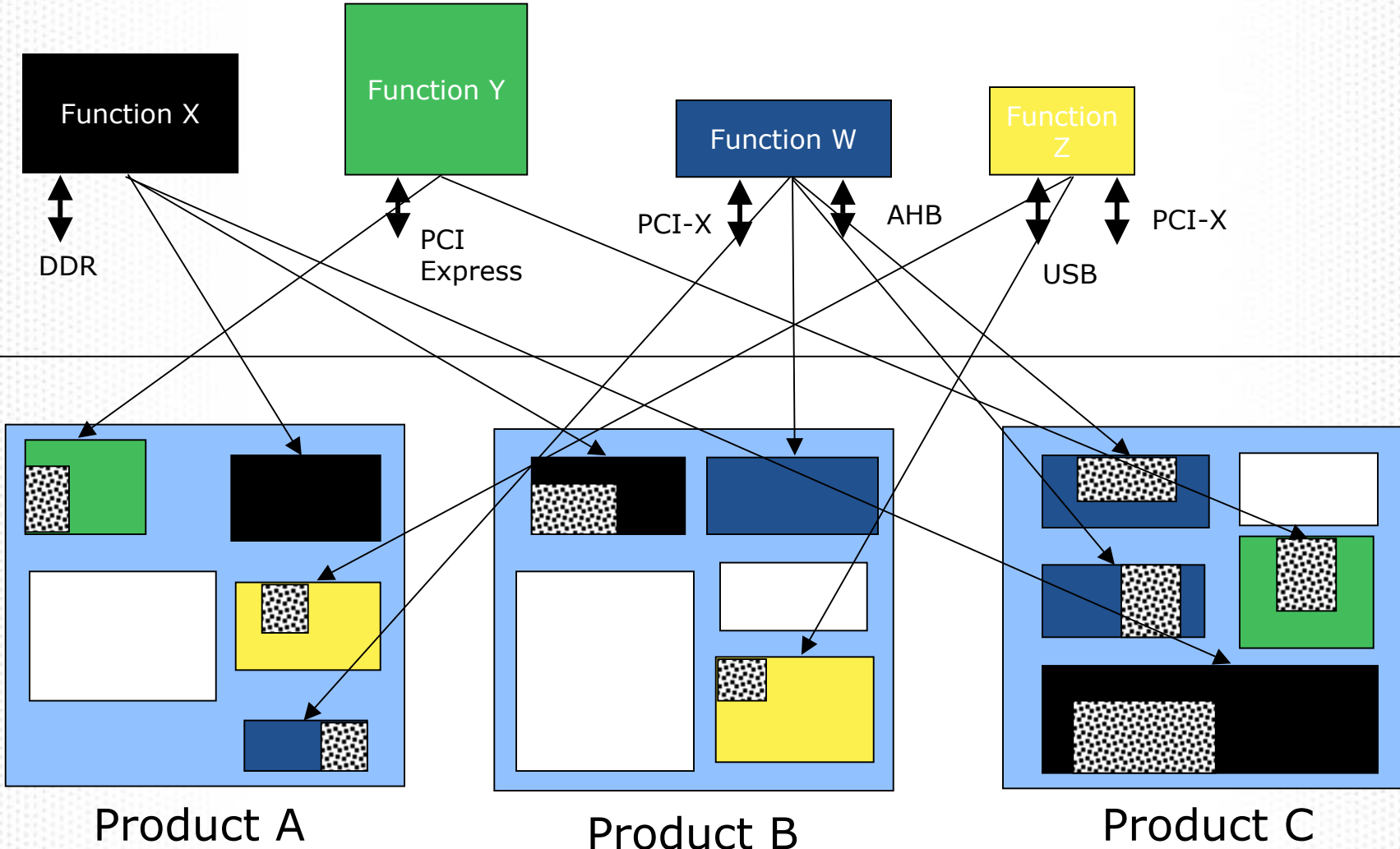
Order Stocking Model



- Fixed Price, Inelastic Demand
- Short life cycles
- Highly segmented, personalized products

Source: D-Side Advisors  
[www.dside.com](http://www.dside.com)

# Consumer Market



# What Does This Mean to EDA Companies?

Customers are/will be rapidly changing their methodologies

- Customers express need for shorter TBLs (max. 18 months) to accommodate rapid methodology evolution

We must deliver new / better capabilities to support consumer-like development cycles

- Ability to accommodate last minute spec changes
- Electronic system level design/verification tools
- Support for reuse with modification

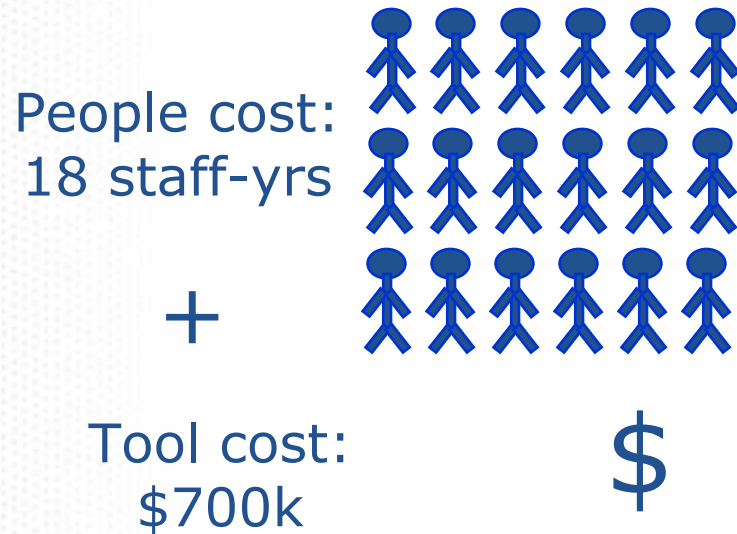
Must get verification “in balance” with the rest of the flow

- More automated, more productive
- Less implementation-specific, higher level of abstraction
- Measurable proof of quality and completeness

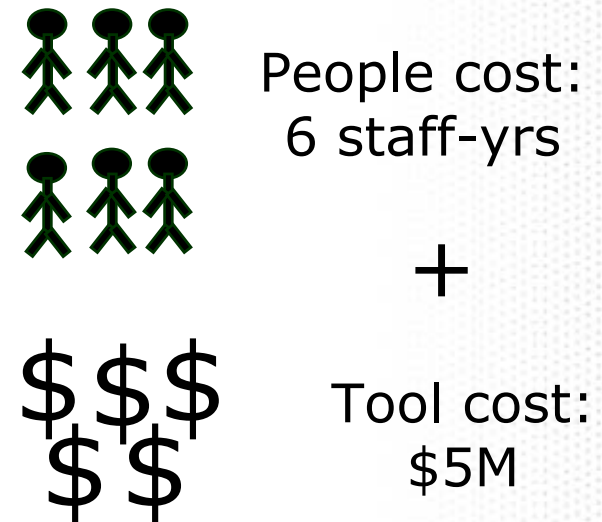
# Verification: Greatest Growth Opportunity in EDA

Example SoC Project:

## Verification

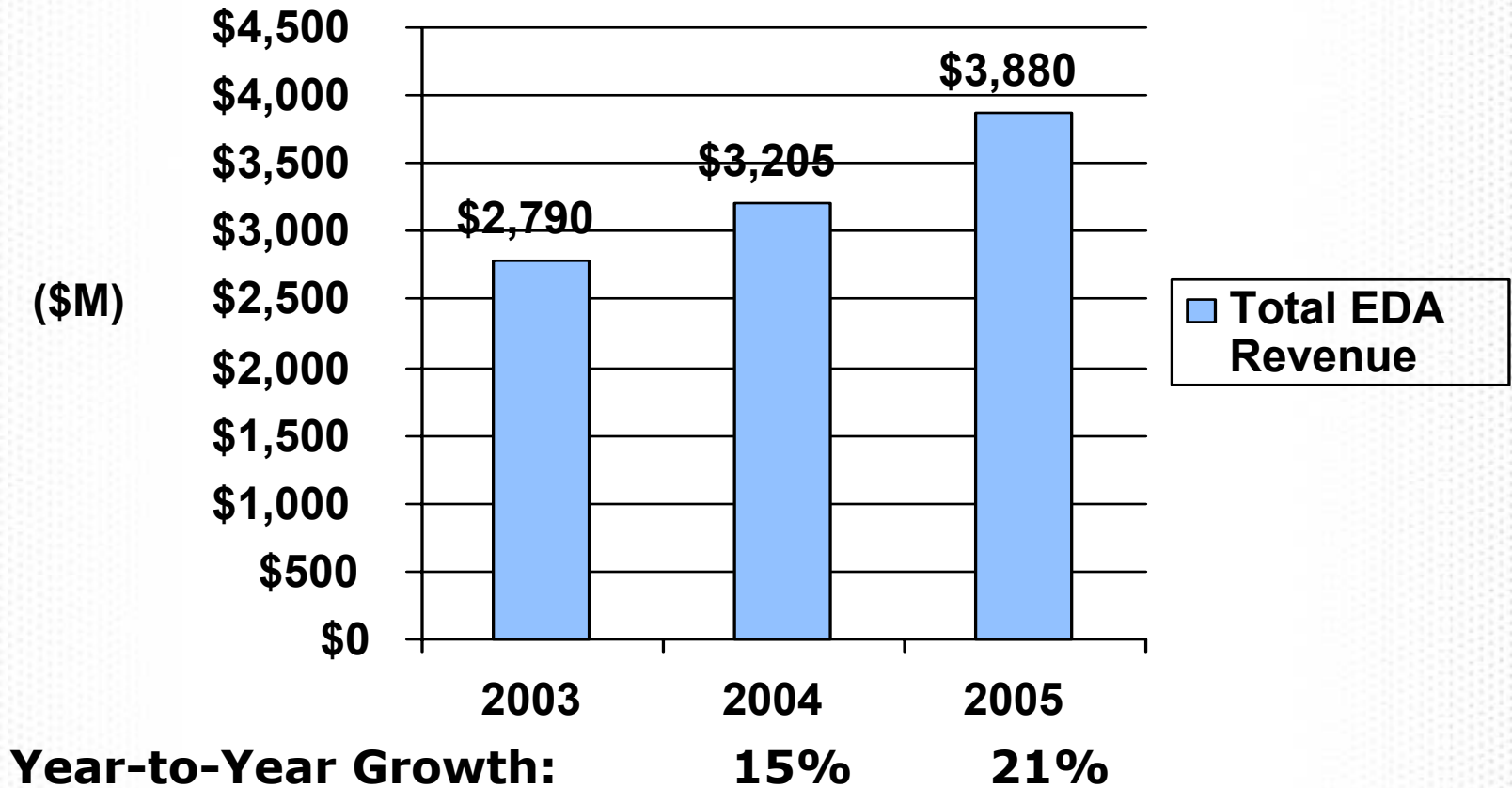


## Synthesis, Place and Route



EDA Customers Pay for Automation!

# Industry Revenue Forecast



Source: Gary Smith, Gartner Dataquest