



**FSA**



# FSA Innovation & Profitability Benchmarking Survey

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# FSA Innovation & Profitability Survey: **Goals**

## Semiconductor Companies

- Provide new, high-level foundation for benchmarking key success indicators (KSIs) to develop best practices for *long-term innovation and productivity improvement*, resulting in greater industry profitability.

## Suppliers

- Educate on key metrics measuring semiconductor companies' innovation and productivity performance to enable efficiencies and productivity gains for the industry.





# FSA Innovation & Profitability Survey: **Objectives & Approach**

## Objectives:

- Develop a core set of KSIs, or “Dashboard Metrics” for management evaluation from both internal and industry segment perspectives
- Highlight innovative practices in industry
- Demonstrate strong productivity measures of semiconductor IC companies
- Create new ways to measure design practices for increased profitability
- Long-term, trend-based analysis to identify how industry and economic cycles impact company performance
- Tops-Down Approach evaluating the impact of design activities:
  1. Revenue
  2. Profit
  3. Time-to-Market

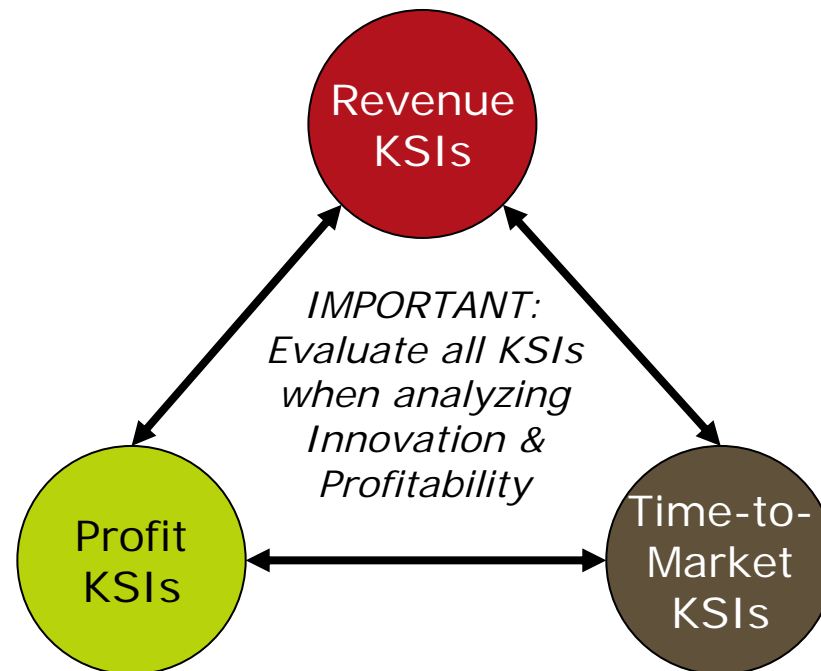




# FSA Innovation and Profitability Survey: **Key Success Indicators**

KSIs are significantly interrelated.

- Increasing **Revenue KSIs** will result from reducing **Time-to-Market KSIs** (e.g. Average Time-to-First Revenue and Average Spins per Design)
- **Profit KSIs** will be positively impacted by the combination of efficient R&D expenditures, **Revenue KSIs**, and improvements to **Time-to-Market KSIs**





# FSA Innovation & Profitability Survey: **Next Steps**

- FSA will survey participants quarterly to develop trend data to take into account various institutional, industry or economic elements that may be affecting the innovation and profitability of the semiconductor industry.
- Survey targets include public and private semiconductor companies
- Analysis based on public/private, revenue, industry segment and geography served to establish best-in-class benchmarks.
- Create and publish dashboard metrics based on results/trends.
- **PLEASE PARTICIPATE!**

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