

how big can you dream?™



Closing the Money Gap

17 September 2002

Steve Bernsen
Group Director, Applications Engineering

Topics

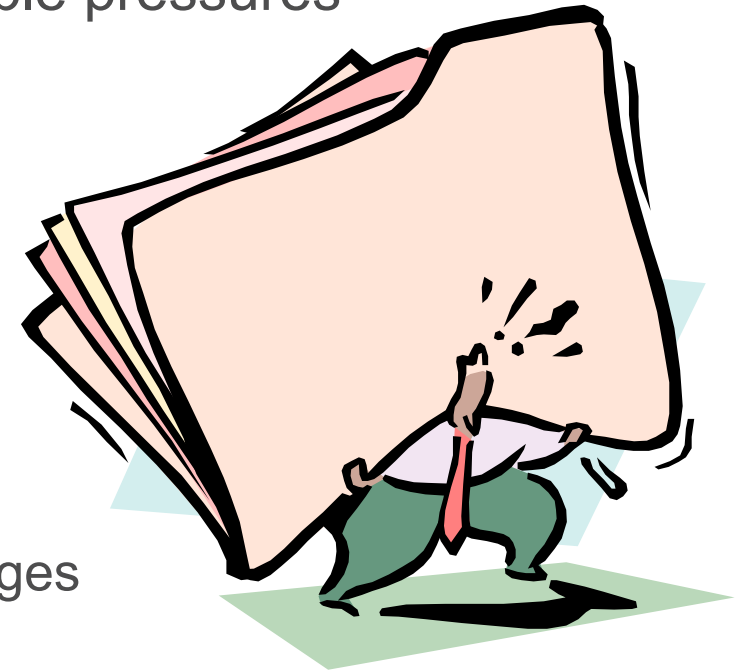


- The environment
- The challenge
- Addressing challenges in the field

The Environment



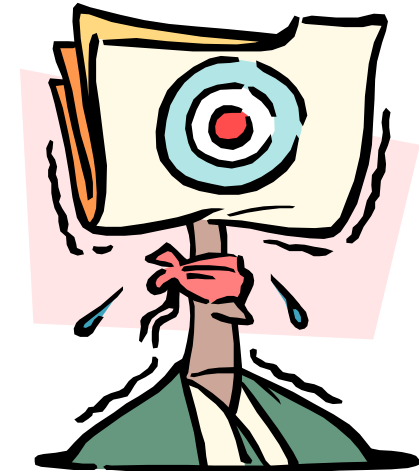
- Electronic Companies are under incredible pressures
 - Designs growing in complexity
 - TTM pressures
 - Dis-aggregation of the design industry
 - Multi-site/Distributed design teams
 - Features make the product
 - New processes with benefits and challenges



The Environment (cont)



- EDA Vendors face same pressures
 - Pace of Technology development at “Internet time” is changing the complexion of EDA
 - Design lifecycle support
 - S/W distribution/access/licensing/flexibility needed
 - More “implementation” support
 - Access to experts
 - Right level of expertise
 - At the right time
 - At the right place



Challenges for EDA



- EDA as a Software Industry
 - Software distribution, licensing models, design lifecycle support
 - Capabilities changing rapidly to address customer's changing problems
- EDA due to the overall Market changes
 - Customers taking advantage of the internet
 - Look for ways to improve the customer experience
 - The Web has set the bar higher
- EDA as OUR complexity increases
 - Broader technology teams creating solutions (same challenges as our customers)

Ways to Address Challenge in the Field



- **Right expertise at the right place and time**

- Reduce Travel Time

- Web Collaboration Technologies (External)

- **Parallelize activities between vendor and customer**

- Virtual evaluations

- **Connect design chain better**

- **Virtual teams to solve problems**

- Web Collaboration Technologies

- (External and Internal leverage)

- VPN with customer to become integral w/team

