Algodone Introduction

Enabling Silicon-as-a-Service
TOPICS

WHY SHOULD WE EMBRACE SILICON-AS-A-SERVICE?

➢ Flexibility, Profitability, Security

HOW DOES ALGODONE ENABLE SILICON-AS-A-SERVICE?

➢ Silicon Activation Licensing Technology (SALT)

WHERE DO WE SEE IT IN ACTION?

➢ Pay-Per-Use IP in Hardware Acceleration
A SHIFT FROM PRODUCTS TO SERVICES

BENEFITS

- Flexibility
- Personalization
- Pay-per-use
- Constant improvements
- Win-win for all
EVERY INDUSTRY IS SHIFTING
Leaders Are Adopting the New as-a-Service Business Models
IT’S TIME TO TAKE THE SHIFT FOR SILICON

Silicon as a Product ➔ Silicon + Licensing as a Service

The biggest story to watch in high-tech: Shift to services
By Sami Luukkonen 2016-05-01T09:00:37.121Z News

The biggest high-tech story to watch this year: semiconductors and platform companies to deliver to enterprises and consumers.

Monetizing semiconductors: From silicon to services
This entry was posted on Monday, January 29th, 2018.

In recent years, the semiconductor industry has faced a diverse range of challenges, including rising development costs, shrinking margins, market saturation and accelerating M&A activity. These challenges have only become more pronounced in 2018, as the newly consolidated semiconductor industry actively seeks a return to stability and organic growth within a viable and profitable business paradigm.

Q’comm Prep’s Silicon as a Service
Secure services target IoT node-to-cloud

SAN JOSE, Calif., — Qualcomm is leaping from OEM silicon to end-user services with a kind of offering that one analyst sees as the start of a broad trend at the intersection of blockchain technology and the Internet of Things. Qualcomm Wireless Edge Services combines security and management features that are already attracting interest from the likes of Alibaba and Baidu.
HOW ALGODONE ENABLES Si-a-a-S
Silicon Activation Licensing Technology (SALT)

Design for in-system activation

Manufacture

Activate in-system with firmware key

Upgrade in-field with firmware update
HOW ALGODONE ENABLES Si-a-a-S
Cloud-to-chip Secure Provisioning

Sensitive Data → Device Public IDs

Algodone Server

Crypted container

Any insecure channel

Algodone IP

Sensitive Data

CLOUD-TO-CHIP SECURED PROVISIONING OF SENSITIVE DATA
Activation Codes
Crypto Keys & Signatures
Device Configurations

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HOW ALGODONE ENABLES Si-a-a-S
Silicon-as-a-Service Value Chain

Design for in-system activation

In-Field Feature Activation

Supply Chain

Value Chain
THE Si-a-a-S BENEFITS

Flexibility

Profitability

Security
FLEXIBILITY

Manufacture a universal device
Reduce inventory to one SKU
Personalize in-system

ENABLING SILICON-AS-A-SERVICE
PROFITABILITY

Old world
ONE-SIZE-FITS-ALL

- Lots of Features ✓
- High Performance ✓
- Low Power ✓

Single Price $100

New world
PERSONALIZED - UPGRADEABLE

<table>
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A la carte Price $80 $110 $130
In-system activation eliminates any unauthorized use

- Piracy
- Theft
- Over-use
- Over-building
- Counterfeiting
Si-a-a-S USE CASE: HARDWARE ACCELERATION

Thumbnails generation on the Fly

Credits: Google Photos

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HARDWARE ACCELERATION IN THE CLOUD

Offered by Amazon Web Services, Microsoft Azure, Google, Baidu, Alibaba, Huawei, OVH..
THE ALGODONE + ACCELIZE FLOW
IP Pay-Per-Use for Cloud Acceleration

Your IP + Protected & Licensed IP

Accelize QuickPlay Compile to FPGA

IP Bitstream IP for Acceleration In Cloud

Accelize AccelStore IP for End User with Pay-Per-Use Metering

ENABLING SILICON-AS-A-SERVICE
THE SILICON-AS-A-SERVICE PROMISE

MINDSET  Chip  Platform
PRICING  Cost-plus pricing  Value pricing
FINANCE  Unit margin  Lifecycle value

Consumption Based  On-demand Fulfillment  Anywhere, Real-time  Personalized Service  On-going Value
SILICON-AS-A-SERVICE

Start Your Story Today