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Algodone Introduction

Enabling Silicon-as-a-Service

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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**

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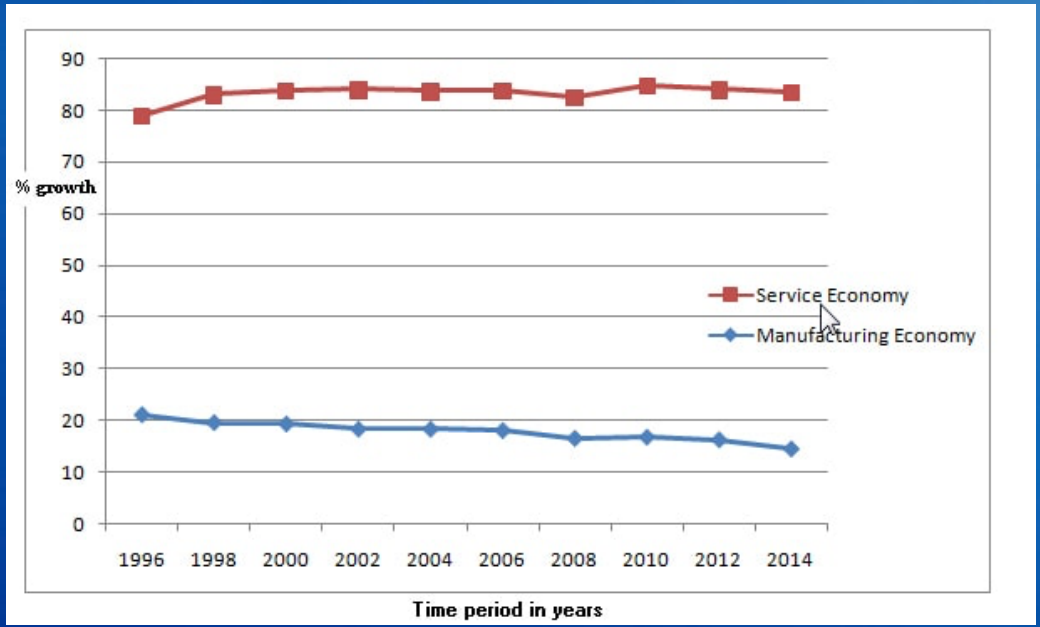
A SHIFT FROM PRODUCTS TO SERVICES



BENEFITS

- Flexibility
- Personalization
- Pay-per-use
- Constant improvements
- Win-win for all

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EVERY INDUSTRY IS SHIFTING

Leaders Are Adopting the New as-a-Service Business Models

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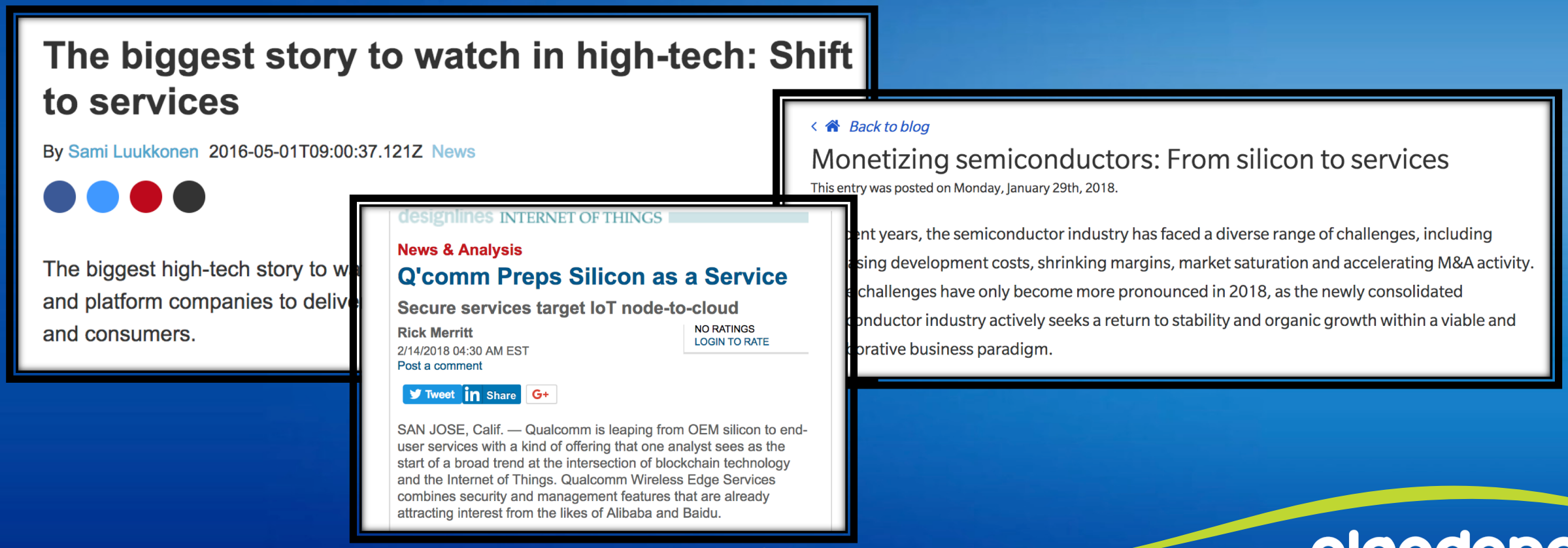
IT'S TIME TO TAKE THE SHIFT FOR SILICON

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 w
and platform companies to delive
and consumers.

designlines INTERNET OF THINGS

News & Analysis

Q'comm Preps Silicon as a Service

Secure services target IoT node-to-cloud

Rick Merritt
2/14/2018 04:30 AM EST
Post a comment

NO RATINGS
LOGIN TO RATE

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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.

Back to blog

Monetizing semiconductors: From silicon to services

This entry was posted on Monday, January 29th, 2018.

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

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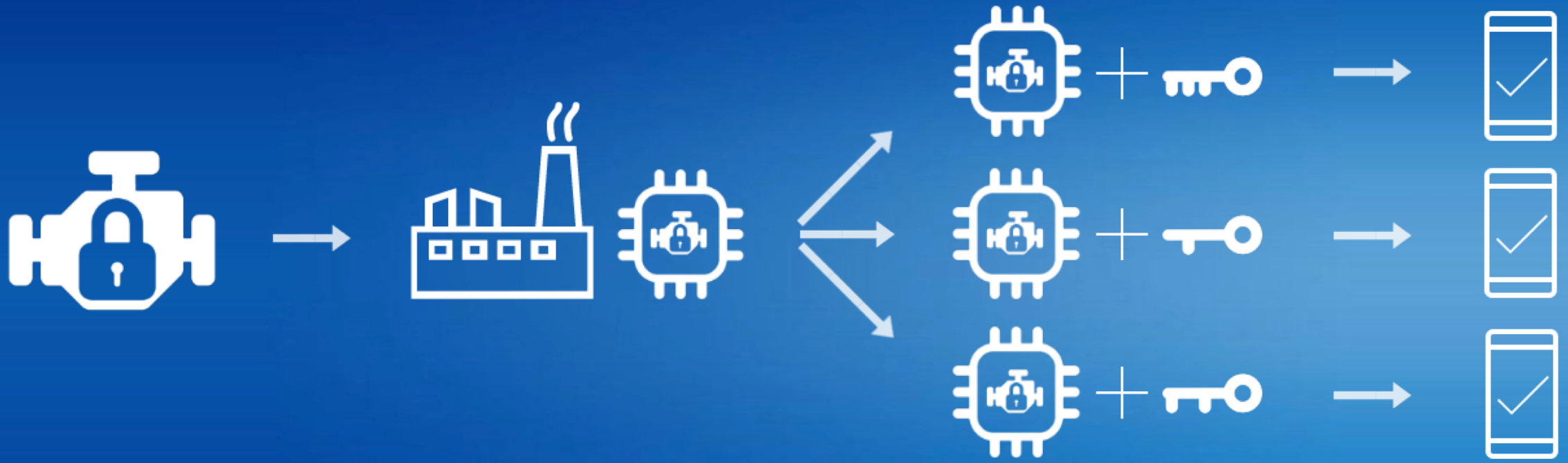
HOW ALGODONE ENABLES Si-a-a-S

Silicon Activation Licensing Technology (SALT)



Design for in-system activation

Manufacture

Activate in-system with firmware key

Upgrade in-field with firmware update

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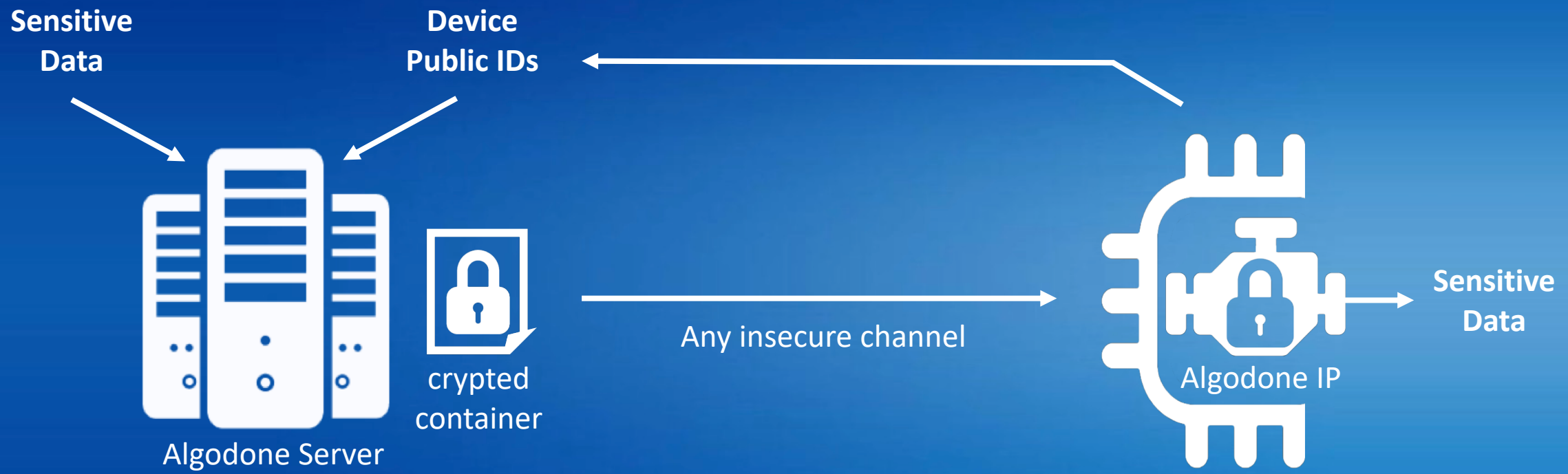
HOW ALGODONE ENABLES Si-a-a-S

Cloud-to-chip Secure Provisioning



CLOUD-TO-CHIP SECURED PROVISIONING OF SENSITIVE DATA

Activation Codes
Crypto Keys & Signatures
Device Configurations

ENABLING SILICON-AS-A-SERVICE

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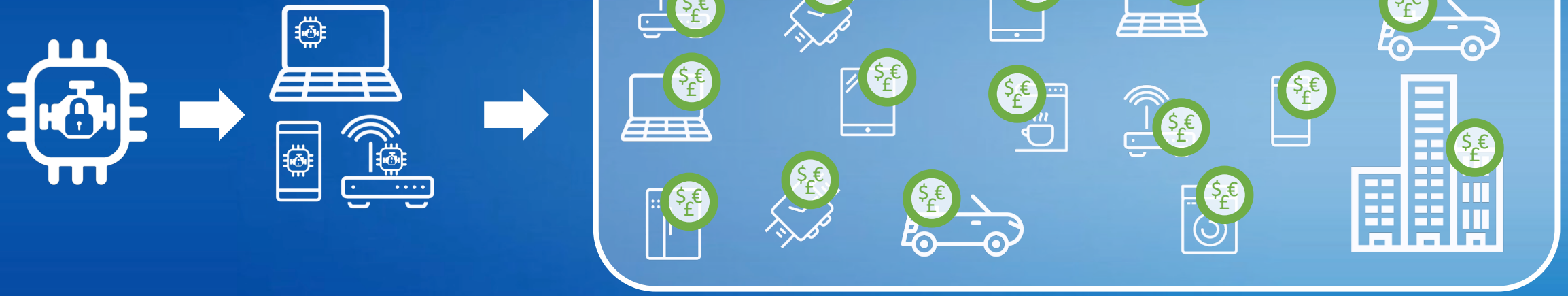
HOW ALGODONE ENABLES Si-a-a-S

Silicon-as-a-Service Value Chain

Design for in-system activation

In-Field Feature Activation



Supply Chain

Value Chain

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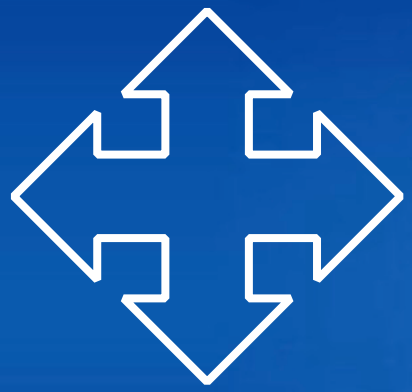
THE Si-a-a-S BENEFITS



Flexibility

Profitability

Security

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FLEXIBILITY

Manufacture a universal device

Reduce inventory to one SKU

Personalize in-system

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PROFITABILITY

Old world

ONE-SIZE-FITS-ALL

Lots of Features	✓
High Performance	✓
Low Power	✓
Single Price	***$100***

New world

PERSONALIZED - UPGRADABLE

Base Feature Set	$80	✓	✓	✓
Feature 1	$10	☐	☑	☑
Feature 2	$10	☐	☐	☑
Feature 3	$10	☐	☑	☑
Turbo Performance	$10	☐	☐	☑
Ultra Low Power	$10	☐	☑	☑
A la carte Price		***$80***	***$110***	***$130***

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SECURITY

In-system activation eliminates any unauthorized use

- Piracy
- Theft
- Over-use
- Over-building
- Counterfeiting

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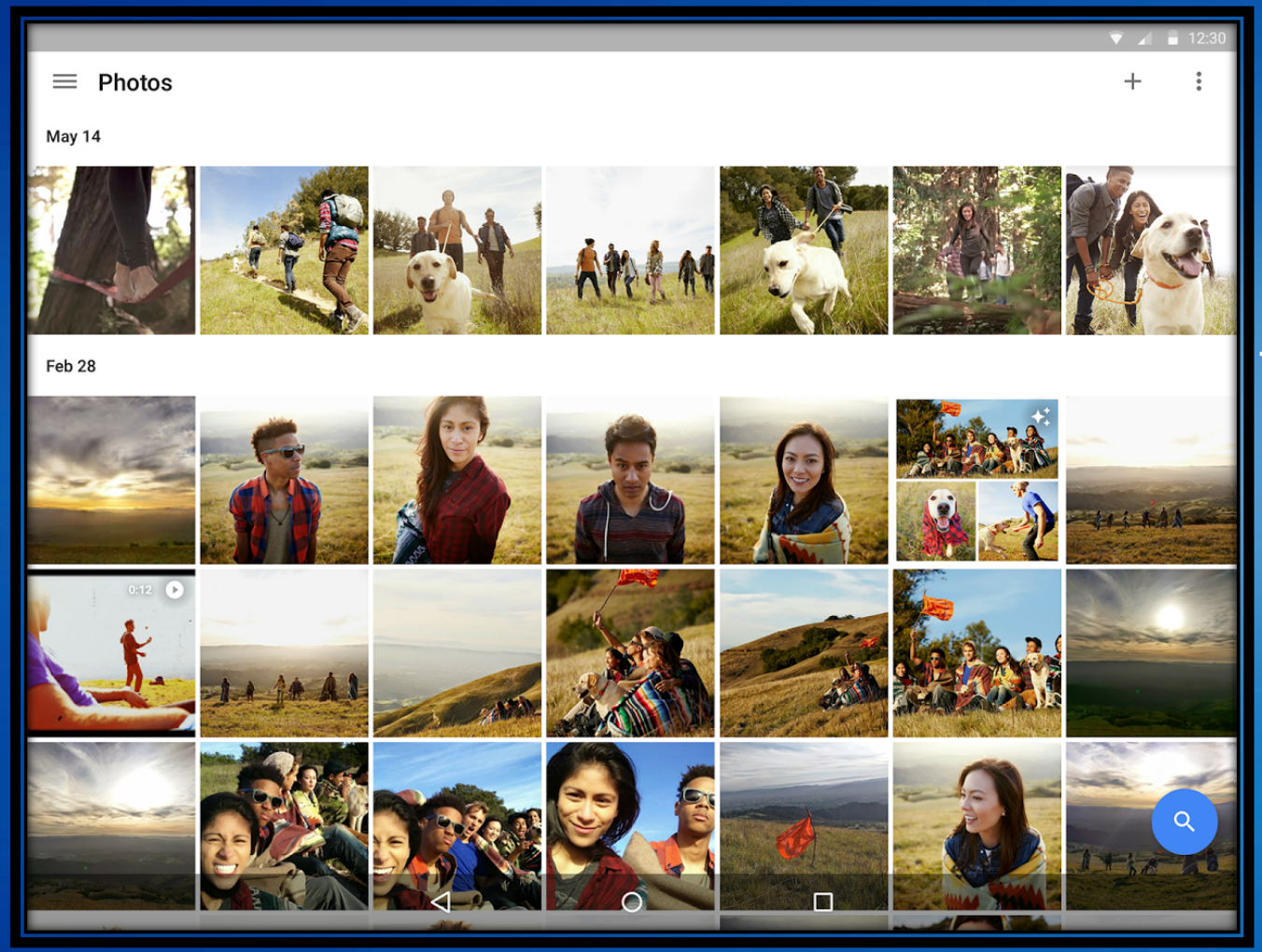
Si-a-a-S USE CASE: HARDWARE ACCELERATION



Credits: Google Photos

Thumbnails generation on the Fly

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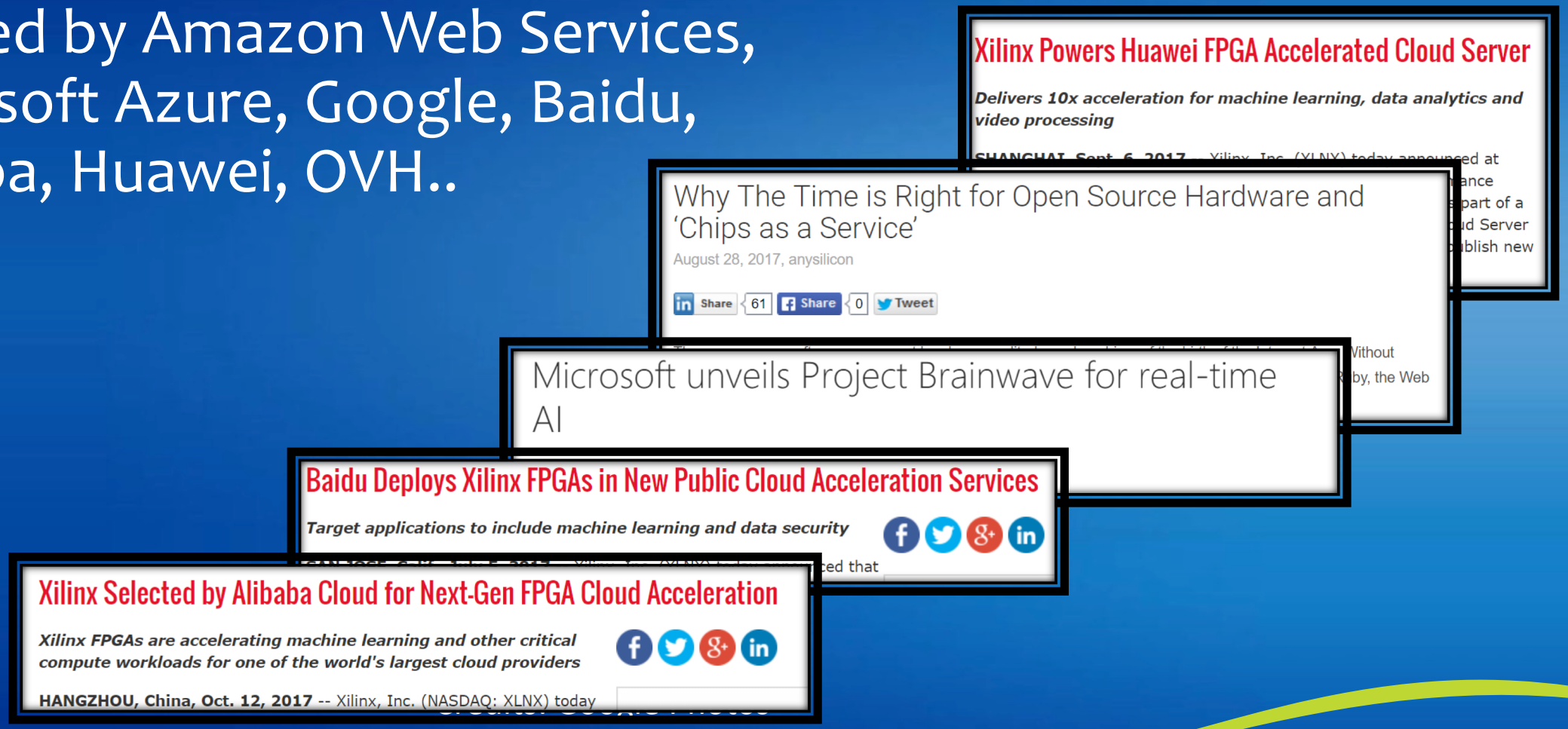
HARDWARE ACCELERATION IN THE CLOUD

Offered by Amazon Web Services, Microsoft Azure, Google, Baidu, Alibaba, Huawei, OVH..



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THE ALGODONE + ACCELIZE FLOW

IP Pay-Per-Use for Cloud Acceleration

Protected & Licensed IP

Compile to FPGA

IP for Acceleration In Cloud

IP for End User with Pay-Per-Use Metering

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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

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SILICON-AS-A-SERVICE

Start Your Story Today

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