

# Design & Reuse

*IP Sales challenges - China view point*

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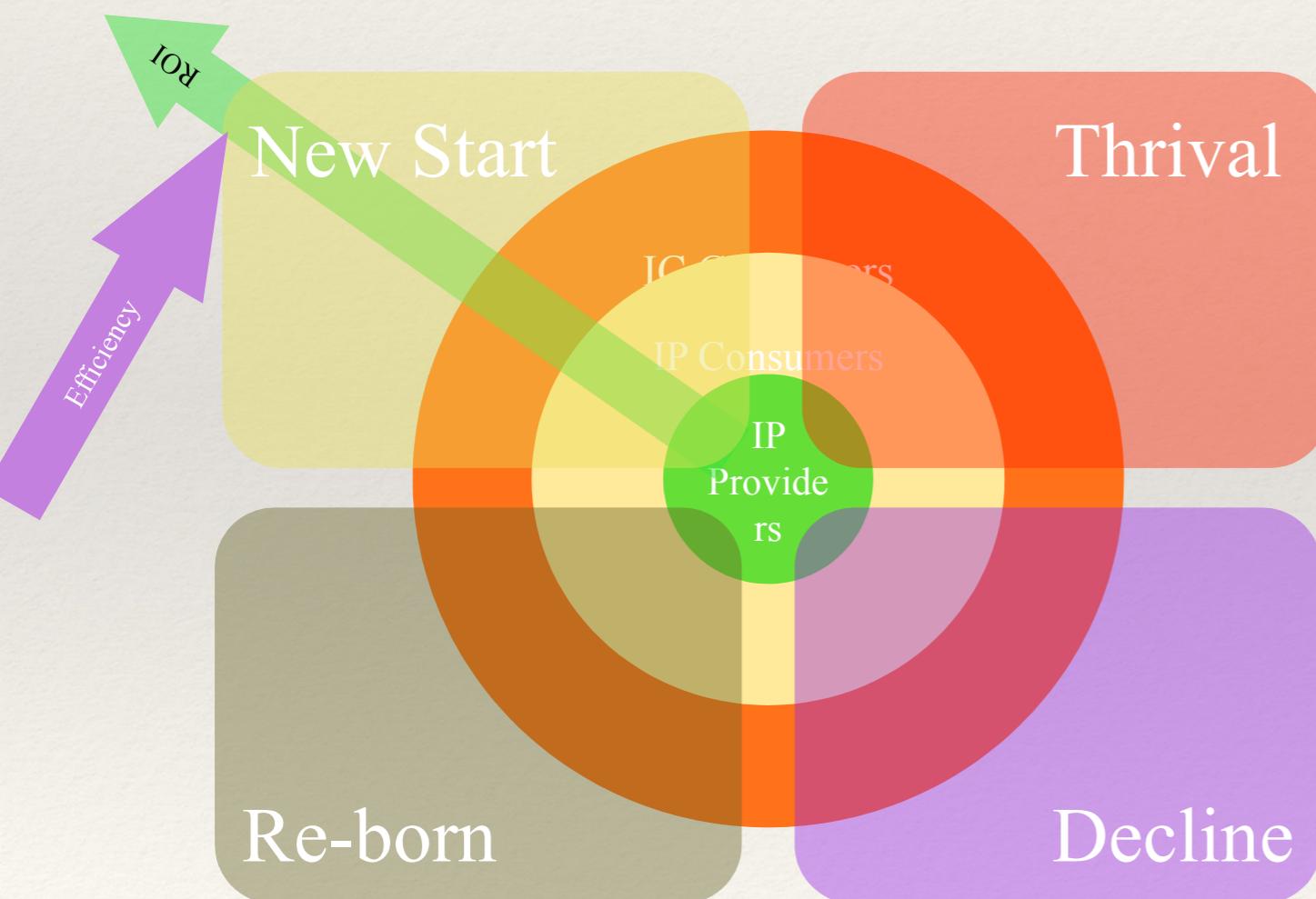
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# IP Business Struggles

China IC design houses with employee numbers

	ppl>1000	1000>ppl>500	600>ppl>100	PPl<100	Total
DS No.	18	33	153	1576	1780
	1.01%	1.85%	8.60%	88.54%	100.00%

IP providers are counted around 600, among that 70+ are from China



1. Lack of trusted standard for quality assurance, certification, ranking and arbitration
2. Lack of efficient methods and channels to collect technical information for evaluation
3. Pre-sales support, and qualification balance
4. Lack of perfect match, performance, process, die size, price, readiness
5. Anxious about IP quality, support and price
6. For big IP providers and consumers, the evaluation process is long
7. 1700+ design houses, 3000+ new projects / year, 1~2 personnels average, 2~4 weeks, 6000 man/weeks ~ 24000man/weeks expenses
8. Risk can't be mitigated easily, big IP providers still are dominant the game

# Some Thinkings

## Challenges

*To maintain good ROI for survive*

### Competitive technology

- ❖ More investment on R&D, good enough? Create core competence.
- ❖ What is good enough? The more the better? No, ROI from customers, related with Market positioning, market strategy
- ❖ How do we know what is good enough? Effective customer support, coherent with customers

### Lower cost

- ❖ Efficient sales marketing cycle time (we can do better with Design & Reuse company)
- ❖ Generate more leads, close more deals
- ❖ More effective technical support (we can do better with maximize reusable IP blocks, service flow, service team etc.)

## Solutions?

- ❖ Design & Reuse did a great job on searching
- ❖ Can the service extend to support of pre-sales, sales, post sales, will this increase the “small” IP users and providers communication efficiency?
- ❖ e-Commerce approach for FPGA and light weight digital IPs can be a trend?
- ❖ May block chain technology helps somewhere?
- ❖ IP quality insurance?