

# Omdia Teardown Service

Understand and enhance your company's competitiveness through insights into the cost of components and materials used to produce the latest technologies

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information about  
Omdia's Teardown  
Service



## How Omdia Helps You

- Strengthen your positioning within industry cost competitiveness
- Gain insights into the supply chain landscape to identify opportunities for new efficiencies and cost reduction
- Better understand the competition's cost structure and product, pricing, supply chain and technology strategies

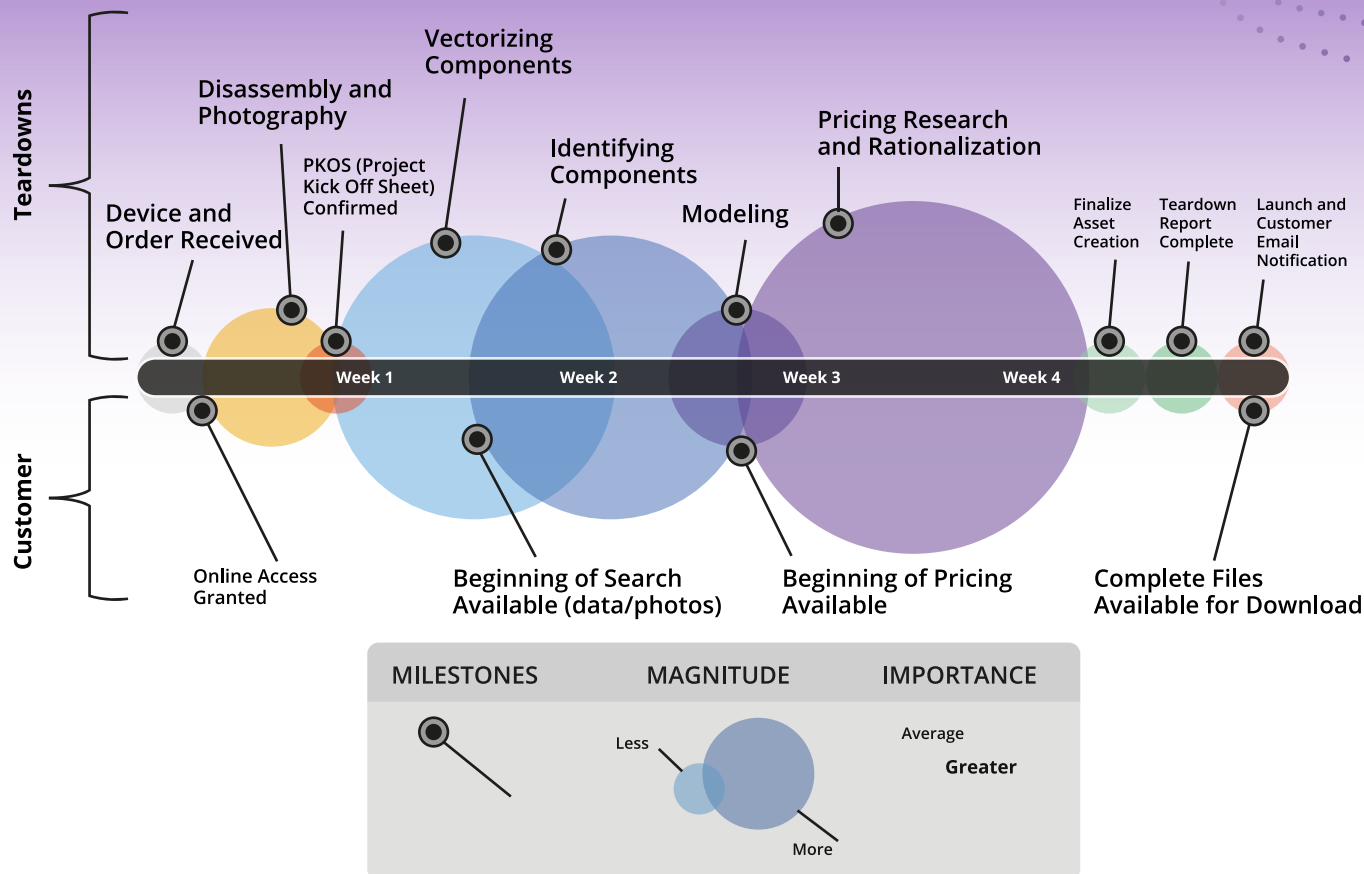
## Key Questions Answered

- How do competitors' designs compare with mine? Are they more cost effective or provide better capabilities for the price?
- Where can we improve our designs to better compete at the lowest cost?
- How does the total cost of ownership compare between our products and those of competitors?
- How do the margins on our products compare to the competition?

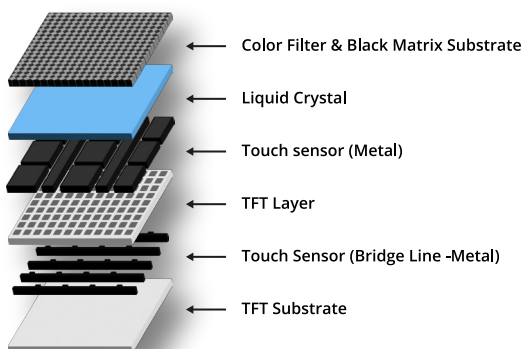
Omdia's Teardown Service provides you with a complete picture of how your competitors are seeking to win in the market by allowing you to benchmark their product designs and costs against your own.

Omdia's Teardown Service has tackled projects ranging in scope from smartphones, wearables, tablets/PCs, and edge servers to 5G antennae, automotive ECUs, and industrial equipment. The Teardown Service provides you with detailed component bills of material and analysis.

# Omdia Teardown Methodology: Model Project



## Omdia Teardown Deliverable Examples



Assembly	Location	Function	Component Category	Component Type	Qty	Manufacturer	Part Number	Descriptions
Display / Touchscreen Module		Display / Touchscreen	Display / Touchscreen	TFT LCD	1			5.7" diagonal, TFT LCD, LT
Main PCB	Memory	Memory	Integrated Circuit	Memory	1	SAMSUNG SEMICONDUCTOR	KMG60013M-R318	MCP, 16GB eMMC NAND +
Main PCB	Top	Apps / Baseband	Integrated Circuit	Logic	1	QUALCOMM	SDM439	Apps / Baseband Process
Main PCB	Other	Miscellaneous - El	Other - Electronics	Other - Electronics	573			Main PCB - Other Electron
Other - Enclosures / Enclosure, Main	Battery	Battery	Li Polymer	Li Polymer	1	NINGDE AMPEREX TECHNOLOG	QL 1695	Battery Pack, Li-Polymer, 2
Primary Camera Mod Module	Camera	Camera	Camera	Camera	1			Primary Camera Module
Other - Enclosures / Enclosure, Main	Mechanical / Elect	Mechanical	Metal	Metal	1			Enclosure, Main, Mid-Fre
Main PCB	Bottom	Power Management	Integrated Circuit	Analog	1	QUALCOMM	PM439	Power Management IC
Secondary Camera Module	Camera	Camera	Camera	Camera	1			Secondary Camera Modul
Box Contents	Accessories	Accessories	Box Contents	Accessories	1	DONGYANG E&P	EP-TAS01WE	Charger, 5 V/2 A, 9 V/1.67
Main PCB	Area	Mechanical / Elect	Electro Mechanical	PCB	1	TIGERBUILDER CIRCUIT		8-Layer, FR4/RCF HDI, 1-4
Primary Camera Mod Module	Camera	Camera	Camera	Camera	1			Primary Camera Module
Main PCB	Other	Miscellaneous - M	Other - Mechanicals	Other - Mechanicals	23			Main PCB - Other Mechan
Main PCB	Bottom	BT / WLAN	Integrated Circuit	Logic	1	QUALCOMM	WCH3660B	BT/FM/WLAN Companion
Main PCB	Top	RF / PA	Module	RF	1	QORVO	QM56021	Transmit Module, PAM, M
Other - Enclosures / Other	Other - Mechanical	Other - Mechanicals	Other - Mechanicals	Other - Mechanicals	62			Other - Mechanicals (Cus

Contact Omdia today to learn how our Teardown Services can help you gain a competitive edge in the marketplace.

For more information visit [Omdia.com](https://www.ondia.com)

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