OEM Semiconductor Spending & Design Activity Intelligence Service

Part of the Semiconductor Market Service Area Package
This is the most comprehensive service of its kind in the industry, offering powerful analysis tools with guidance into current and forecasted OEM spending and design activity trends that impact resource allocation and investment decisions.

“These are unique market research tools that provide valuable insights into the procurement tendencies and system design operations of the top electronics OEMs.”

Myson Robles-Bruce
Senior Principal Analyst
HOW OMDIA HELPS YOU

- Identify design-win opportunities
- Benchmark spending metrics
- Support resource allocation and investment decisions
- Customizable data set to quickly drill down to the information you need
  - Customer company information
  - Physical infrastructure locations with design engineer allocation
- Stay up to date on key trends, major events and new product developments

KEY QUESTIONS ADDRESSED

- On which customers should I focus my selling resources?
- As a buyer of semiconductors, how does my market power compare to other OEMs?
- Where in the world do the top OEMs have their systems designed?
- How much semiconductor business by application and by device type can be attributed to design decisions in a particular country or region?
- How many "design-win" resources do I assign to a particular account, country, or region?
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MARKET TRACKER
—Quarterly—
• OEM Semiconductor Spend Tracker

MARKET INSIGHTS
—Ongoing—
Frequent analyst commentary on market news and events impacting the semiconductor industry

DATABASE
—Semi-annually—
• EMS & ODM Factory Location Database
  • R&D Center Database (RDCD)

PRESENTATIONS
—Quarterly—
Explanation and rationale highlighting important trends, along with tracking of significant M&A activities

ANALYTIC DATABASE TOOL
—Semi-annually—
• Design Activity Tool (DAT)

ANALYST ACCESS
—Ongoing—
For prompt responses to urgent and unique questions
OEM Semiconductor Spend Tracker

Database tool with up-to-date information on semiconductor spending for ~250 electronics equipment OEMs including a deep look into semiconductor components purchased externally by companies generating $1 billion or more in annual hardware product revenue.

**DETAILS**
- **Frequency:** Semi-annually and quarterly

**Measurments**
- Company revenue
- Net spend
- System net revenue
- Semiconductor spend by:
  - Region
  - Application market / sub-market
  - Semiconductor component / device
- Point of semiconductor consumption ($m)

**Regions**
- Americas
- Asia-Pacific
- Europe, Middle East & Africa (EMEA)
- Japan

**COVERAGE**
- **Application market**
  - Automotive, computer peripherals, computer platforms, consumer, industrial, wired communications, wireless communications
  - 36 sub-market categories

- **Semiconductor components**
  - Analog IC, discretes, logic IC, memory, microcomponent IC, optical, sensors and actuators
  - 28 device categories

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Design Activity Tool (DAT)

Unique industry tool and insight into where ~250 of the world's leading electronic OEMs are designing systems and making semiconductor selections; provides weighted values of per-country design influence for the top electronics equipment OEMs, considering design center engineer staffing estimates.

**DETAILS**
- **Frequency:** Biannually

**Measurments**
- Design spend
- Geographic region / country
- Application market / sub-market
- Semiconductor component / device

**Regions**
- Americas
- Asia-Pacific
- Europe, Middle East & Africa (EMEA)
- Japan
- 66 countries

**COVERAGE**
- **Application market**
  - Automotive, computer peripherals, computer platforms, consumer, industrial, wired communications, wireless communications
  - 36 sub-market categories

- **Semiconductor components**
  - Analog IC, discretes, logic IC, memory, microcomponent IC, optical, sensors and actuators
  - 28 device categories
# OEM Semiconductor Spending & Design Activity: Databases

## EMS & ODM Factory Location Database

Directory of electronics equipment factory locations and their associated supplier and contract partner relationships; updated biannually

### DETAILS
- Classification
- Company
- Partners
- Region/country/city (factory)
- Capabilities
- Segment
- Design center

### COVERAGE
- 250+ OEM/EMS/ODM companies
  - Factory database
  - Supplier database
  - R&D centers

### REGIONS
- North America
- Europe, Middle East & Africa (EMEA)
- China
- Asia/Pacific/Australia/Japan
- India
- Latin America (Mexico, South America, Brazil, Central America)

## R&D Center Database (RDCD)

Full listing of OEM design center locations around the world (by market, region, country, and city) and includes information on capabilities and staffing by location; updated biannually

### DETAILS
- Region/country/city/address
- Application market
- Products
- Type of activity
- Number of engineers

### COVERAGE
- 5,000+ R&D centers

### REGIONS
- Americas
- Asia-Pacific
- Europe, Middle East & Africa (EMEA)
- Japan
About Omdia’s Semiconductor Market Research

Omdia’s leading semiconductor market research is provided by a highly experienced team of analysts. Many are industry veterans with deep technical background as well as hands-on market and product experience in their coverage area.

The foundation of all the coverage comes from primary research with the major semiconductor suppliers across the global industry. This insight feeds a global and regional view of the industry by technology and by application including historical and forecasted views presented through the CLT and AMFT solutions.

From this core data, the research is augmented through additional primary research to deliver China, Industrial and then an OEM spend and design activity views.
# Related Content: Semiconductor Service Area Coverage

## SERVICE AREA PACKAGE

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