

# 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

# OEM Semiconductor Spending & Design Activity Intelligence Service

Part of the Semiconductor Market Service Area Package

## 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?

Top OEMs Worldwide Semiconductor Spend Revenue Forecast, Q1 2020

Top OEMs worldwide semiconductor spend, 2015-21



Source: Omdia

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# Semiconductors Markets: Our Expert Analysts



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# OEM Semiconductor Spending & Design Activity: Deliverables



## MARKET TRACKER

—Quarterly—

- OEM Semiconductor Spend Tracker



## DATABASE

—Semi-annually—

- EMS & ODM Factory Location Database
- R&D Center Database (RDCCD)



## ANALYTIC DATABASE TOOL

—Semi-annually—

- Design Activity Tool (DAT)



## MARKET INSIGHTS

—Ongoing—

Frequent analyst commentary on market news and events impacting the semiconductor industry



## PRESENTATIONS

—Quarterly—

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



## ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions

# OEM Semiconductor Spending & Design Activity: Market Tracker & Analytical Database Tool

## 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

#### Measurements

- 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

## 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

#### Measurements

- 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

### Regions

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

### COVERAGE

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

## 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

### Regions

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

### COVERAGE

5,000+ R&D centers

# Related Content: Semiconductor Market Service Area Coverage



## Service Area Package: **Semiconductor Market**

China Semiconductor  
Intelligence Service

Industrial Semiconductor  
Intelligence Service

OEM Semiconductor Spending &  
Design Activity  
Intelligence Service

Semiconductor Application  
Forecast AMFT Spotlight Service

Semiconductor Competitive  
Landscape CLT Spotlight Service

## 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			
Memory & Storage	Semiconductor Components	Semiconductor Manufacturing	Semiconductor Market
<ul style="list-style-type: none"> <li>• DRAM Memory Intelligence Service</li> <li>• Mobile &amp; Embedded Memory Intelligence Service</li> <li>• NAND Memory Intelligence Service</li> <li>• SSD &amp; HDD Storage Memory Intelligence Service</li> </ul>	<ul style="list-style-type: none"> <li>• Key Mobile Component Price Service</li> <li>• LED Intelligence Service</li> <li>• MEMS &amp; Sensors for Consumer &amp; Mobile Intelligence Service</li> <li>• MEMS &amp; Sensors Intelligence Service</li> <li>• Optoelectronic Components Report</li> <li>• Power Semiconductor Intelligence Service</li> <li>• Processors Spotlight Service (incl. MCU, Graphics &amp; AI, Networking Infrastructure, System-on-Chip Trackers)</li> </ul>	<ul style="list-style-type: none"> <li>• Global Semiconductor Manufacturing Market Tracker</li> <li>• Pure Play Foundry Market Tracker</li> <li>• Semiconductor Silicon Demand Forecast Tool</li> </ul>	<ul style="list-style-type: none"> <li>• China Semiconductor Intelligence Service</li> <li>• Industrial Semiconductor Intelligence Service</li> <li>• OEM Semiconductor Spending &amp; Design Activity Intelligence Service</li> <li>• Semiconductor Application Forecast AMFT Spotlight Service</li> <li>• Semiconductor Competitive Landscape CLT Spotlight Service</li> </ul>



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Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

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**Tom Coate**  
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### ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio\*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

\* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.