



MIA

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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.

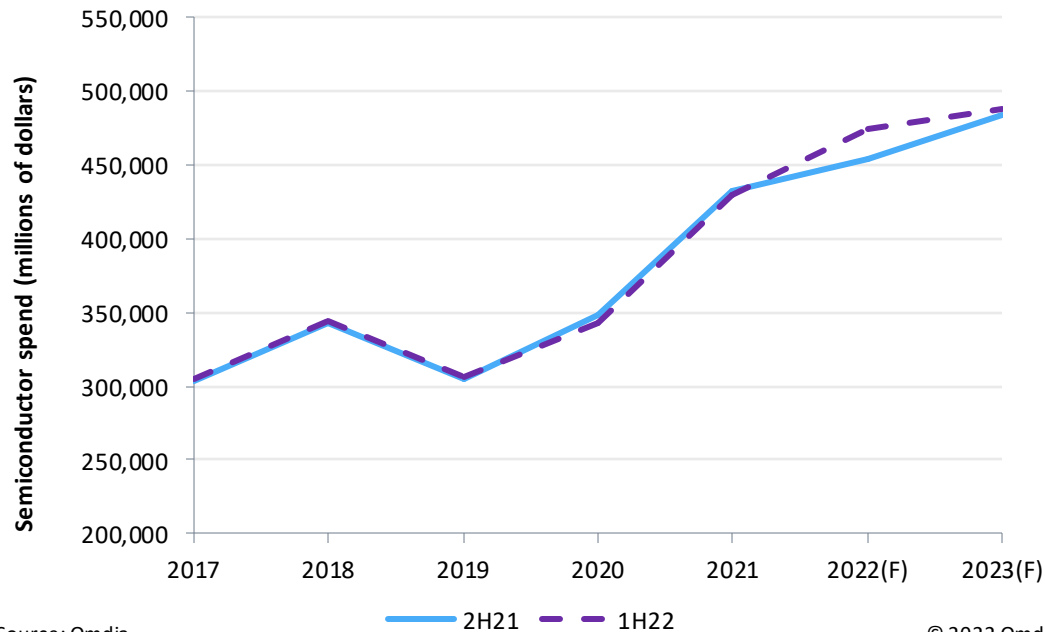
“ These are unique market research tools that provide valuable insights into the procurement tendencies and system design operations of the top electronics OEMs. ”

Myson Robles-Bruce
Senior Principal Analyst

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Top OEMs' worldwide semiconductor spend, 2017–23



Source: Omdia

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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?

Semiconductors Markets: Our Expert Analysts



Myson Robles-Bruce
Senior Principal Analyst



Marlina Omar
Research Analyst

OEM Semiconductor Spend Tracker: Deliverables



MARKET TRACKERS

— Semi annually —

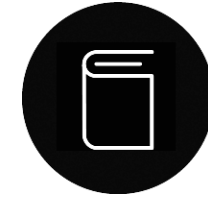
Design Activity Tool Product Suite



DATABASE

— Semi annually —

R&D Center Database



REPORTS

— Semi annually & quarterly —

Executive Summary Reports



ANALYST INSIGHTS

— Ongoing —

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



PRESENTATIONS

— Quarterly —

Quarterly scheduled briefings with analysts on research highlights from all aspects of the market.



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 ~270 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 & Oceania
- Europe, Middle East & Africa (EMEA)
- Japan

Coverage

Application market

- Automotive, computer peripherals, computer platforms, consumer, industrial, wired communications, wireless communications
- 35 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 ~270 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 & Oceania
- Europe, Middle East & Africa (EMEA)
- Japan
- 68 countries

Coverage

Application market

- Automotive, computer peripherals, computer platforms, consumer, industrial, wired communications, wireless communications
- 35 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 & Oceania
- Europe, Middle East & Africa (EMEA)
- Japan

Coverage

6,000+ R&D centers

OEM Semiconductor Spend Tracker: Report & Market Insights

The Executive Summary Reports & Market Insights

Provide a quick and easy read, highlighting all the key trends in OEM semiconductor spending and design activity

Frequency: Semi-annually and quarterly releases

OEM Semiconductor Spending & Design Activity Executive Summary reports go together hand in hand with the databases, offering qualitative opinionated research that highlights trends in OEM semiconductor spending dan design spend. The report includes in-depth analysis on top OEMs semiconductor spending activities.

Online research area is updated with **Market Insight articles** covering special topics of interest to subscribing clients. These articles often contain the latest semiconductor spending data available for OEMs, application markets, and components.

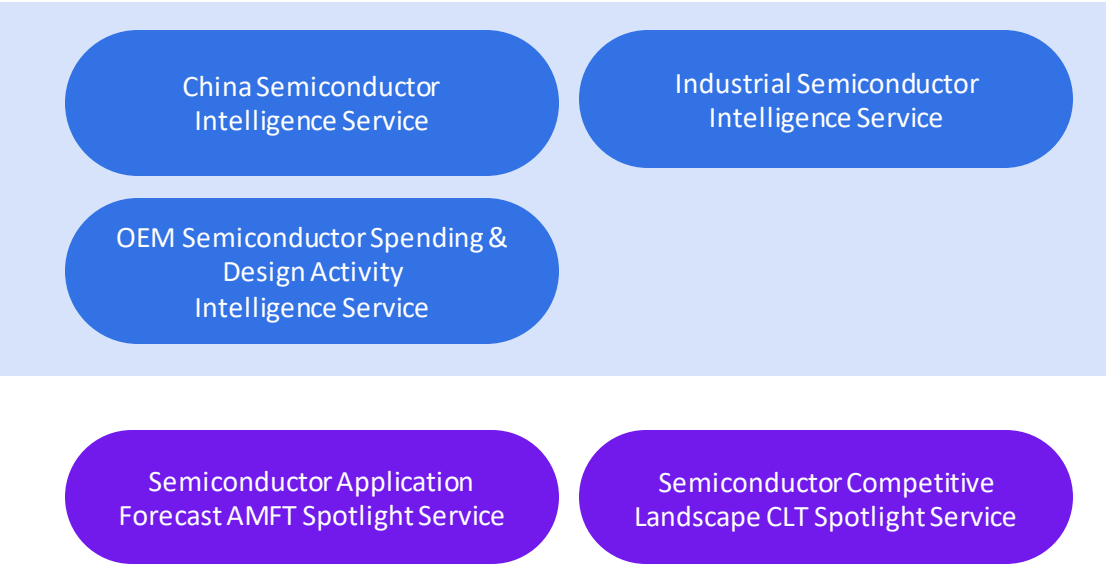
TRAX Online

This online market insights tool additionally leverage the entire Omdia analyst community, giving a real-time analysis and coverage of major events such as key mergers and acquisitions and new product developments

TRAX offers Web-based interactive customization and visual charting of Design Activity Tool data.

Related Content: Semiconductor Market Service Area Coverage

Service Area Package: Semiconductor Market



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"> • DRAM Memory Intelligence Service • Mobile & Embedded Memory Intelligence Service • NAND Memory Intelligence Service • SSD & HDD Storage Memory Intelligence Service 	<ul style="list-style-type: none"> • Key Mobile Component Price Service • LED Intelligence Service • MEMS & Sensors for Consumer & Mobile Intelligence Service • MEMS & Sensors Intelligence Service • Optoelectronic Components Report • Power Semiconductor Intelligence Service • Processors Spotlight Service (incl. MCU, Graphics & AI, Networking Infrastructure, System-on-Chip Trackers) 	<ul style="list-style-type: none"> • Global Semiconductor Manufacturing Market Tracker • Pure Play Foundry Market Tracker • Semiconductor Silicon Demand Forecast Tool 	<ul style="list-style-type: none"> • 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



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Thank you

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