

# OEM Semiconductor Spending & Design Activity Intelligence Service

Optimize semiconductor investments with comprehensive OEM spending and design insights.

## Key Questions Answered

- Where should I focus my selling resources to maximize design-win opportunities?
- How does my semiconductor purchasing power compare to other OEMs?
- Where are top OEMs conducting their system design activities globally?
- How much semiconductor business can be attributed to design decisions in specific countries or regions?
- How should I allocate my design-win resources across accounts, countries, and regions?

## What We Offer

- Unparalleled insights into top OEMs' semiconductor spending patterns
- Comprehensive design-win opportunity identification across global markets
- Customizable data tools for precise resource allocation decisions
- Extensive global R&D center database with **6,000+** locations and staffing details
- Direct access to analysts for prompt responses to urgent and unique questions via the "**Ask an Analyst**" support service



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**SPEAK WITH OUR EXPERTS**

# Delivering precise OEM semiconductor insights

## Key Deliverables



### Market Trackers and Database

Biannual Design Activity Tool Product Suite and R&D Center Database.



### Reports

Semi-annual and quarterly Executive Summary Reports highlighting key trends in OEM semiconductor spending and design activity with in-depth analysis on top OEMs.



### Presentations

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



### Analyst Insights and Access

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more. Prompt responses to urgent and unique questions.

## Scope of Research

### Coverage

- Americas, Asia and Oceania, Europe, Middle East and Africa (EMEA), Japan, and detailed data for **68** countries
- Application markets including automotive, computer peripherals, computer platforms, consumer, industrial, wired communications, wireless communications with **35** sub-market categories
- Semiconductor spend, design spend, company revenue, net spend, system net revenue, and point of semiconductor consumption measurements

### Devices and sub-devices

- Analog IC, discretes, logic IC, memory, microcomponent IC, optical, sensors and actuators
- **28** detailed semiconductor device categories tracked across ~**270** electronics equipment OEMs

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