The Electronic Design Automation (EDA) industry has grown to $2.5 billion in a span of 10 years. The dynamics of this industry impact firms involved in any form of electronic design. Effective management of the design automation function leads to significant competitive advantage. A unified framework is presented which captures the essence of the EDA industry. The main forces driving the industry are described and management issues viewed from both the end-users’ and the EDA companies' perspective. A socio-cognitive model is presented which addresses the connection between the end-user's perceived need and the criticality of correctly timing the introduction of new products.

5A.1 MANAGEMENT ISSUES IN EDA
Ajit M. Prabhu