Panel: An Executive View of the EDA Industry

Chair: Prof. A. Richard Newton - University of California, Berkeley, Ca.
Organizer: Mike Murray - Acuson Corporation, Mountain View, Ca.

Panelists:
Gerald Hsu - Avant! Corporation, Sunnyvale, Ca.
Walden Rhines - Mentor Graphics Corporation, Wilsonville, Or.

This year, the opening panel features the leaders of six major Electronic Design Automation (EDA) companies who will assess the state of the EDA industry and discuss their strategies in a number of areas for the year ahead.

The panel will explore both the challenges and opportunities in EDA for delivering technology and services to support the continued growth of the electronics industry. Questions such as the following will be addressed:

- How are the products and services offered by EDA, ASIC, chip, and systems companies converging? Will all of these industries continue to prosper independently? Will the EDA industry grow more slowly or more quickly than the electronics industry as a whole? Is the EDA industry being adequately rewarded for its crucial contribution to electronics design? In what areas are EDA, ASIC, chip and systems companies likely to compete in the future and who are the likely players in that competition?
- Is core-based design inevitable? How will VSIA and the emergence of an IP market change the need for EDA tools? Will EDA vendors become IP vendors, too, or will the IP be delivered largely via existing “IP-haves” and foundries? Which of today’s tools and methodologies will be obsolete in five years? What are the major developments that will occur in terms of new tools and methodologies to displace the old approaches? In what areas should EDA companies cooperate for the good of the EDA industry and its customers? In systems design, the percentage of system value attributable to software is increasing. Will EDA companies enter the CASE market, and if so, what standards are needed and likely to emerge?
- Who is best positioned to develop next-generation EDA technology: big companies or start-ups? Can the big companies continue to contribute significant innovation in tools and design methodology, or is their role largely to incrementally improve the status quo? What role will EDA customers play in driving development of design methodology and new tools in the future? Are universities providing enough EDA graduates and doing enough research? How can EDA companies best support universities? Are the profits on current tools sufficient to fund the development of next generation tools?
- What progress have EDA vendors made in proposing new tool licensing models? How has the Internet/Intranet changed the way products are developed, supported, integrated, or delivered? Has the Internet/Intranet enabled any significant new EDA products and is it likely to in the future? What might such products and services be, and what are they unlikely to be? The PC has emerged as a credible EDA platform. How has this blurred the distinction between high-end and low-end EDA? How well have PC versions of high-end tools been received? What is the future role of Unix-based and Windows-NT-based systems in EDA? Are there any other major platform issues likely to be important over the next five years?
- Are customers satisfied with their EDA vendors and are customer expectations reasonable? Can big EDA companies service the small customer effectively? What are the best and most likely ways that EDA vendors and their customers can work to better understand the problems and limitations of both design and tools, on both sides of the relationship? What does the future hold for inhouse EDA engineers?
- The panel will address these topics, as well as additional questions from the floor, as time permits.