

Panel Session

How to Introduce Advanced Design Technology in Qualified Industrial Design Flows ?

Moderator

Patrick De Wilde, DIMES, The Netherlands

Participants

Philippe Reynaert, Mentor Graphics, Belgium

Patrick Pype, CoWare, USA

Rajeev Jain, UCLA, USA

Patrick Odent, Philips, Belgium

Pierre Paulin, ST, France

Kari-Pekka Estola, Nokia, Finland

Henri Cloetens, Philips, Belgium

Time-to-market is a prominent part of most EDA vendor's (and researcher's) sales literature. Although all EDA users say that it is high on their priority list, they seldomly stroke a check on its behalf. One of the reasons is that the benefit of EDA innovation and new methodologies is hard to measure in terms of credible dollar values. Although soft decisions may play a role in the decision process, they don't earn a spot in the spreadsheets. During their decision process, EDA users evaluate more whether a new acquisition fits in their current approach rather than what possible pay-off a new methodology can bring. This leads to the typical process of benchmarking , reference checking, evaluation on different platforms etc. Nevertheless, the importance of methodology cannot be overstated. A methodology that lowers cost, leverages design flow and employs leading edge technology conveys a real competitive advantage. The problem is that it is too hard to quantify, too vague to spend money on and too simple to guide decisions. This panel wants to confront the opinion of researchers, vendors and users on this topic.