Business Day Session 100

Competitive Strategies for the Electronics Industry

Chair: Alan Naumann, CoWare, Inc.
Organizer: Ellen M. Sentovich, Cadence Design Systems, Inc.

Abstract
Competing in today's economy requires close examination of current business practices and careful strategies for moving into the future. This session will examine key areas for establishing competitive edge: globalization, patents and intellectual property management, and strategic marketing. The talks will cover a broad spectrum of approaches applicable to design, EDA, and IP-based companies. Conclusions will be drawn about which methods will be most successful for moving into the next era of electronics. The final portion of the session is devoted to discussion, debate, and Q&A.

Speakers: Jaswinder Ahuja, Cadence Design Systems, Inc., Noida, India
Paul Lippe, Silicon Image, Sunnyvale, CA
Bernie Rosenthal, Tensilica, Inc., Santa Clara, CA

Business Day Session 150

Business Models in IP, Software Licensing, and Services

Chair: Lucio Lanza, Lanza techVentures, Inc.
Organizer: Ellen M. Sentovich, Cadence Design Systems, Inc.

Abstract
A variety of business models in design and design automation are being employed today that have a dramatic effect on the success of individual companies and of multiple industries within the domain of electronics. The three talks in this session will study models for managing IP, software licensing, design and EDA services. A variety of approaches, constraints, and case studies will be presented in each talk, with conclusions about how to make these models most successful for all parties involved. The final portion of the session is devoted to discussion, debate, and Q&A.

Speakers: Raul Camposano, Synopsys, Inc., Mountain View, CA
Jim Douglas, ReShape, Inc., Mountain View, CA
Aurangzeb Khan, Cadence Design Systems, Inc., San Jose, CA