

An Analysis of the Relationship between EDA Expenditures and Competitive Positioning Positioning of IC Vendors

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Abstract

International Business Strategies, Inc. of Los Gatos, California has conducted an in-depth analysis of leading IC vendors and their investments in design capabilities, including design engineers, training, and associated investments in design tools (such as EDA). The analysis examined measurable financial outcomes such as revenue growth, profitability, market share, and market capitalization. „The analysis of the IC vendors clearly indicates that those placing strong emphasis on leadership design implementation capabilities perform significantly better financially than those that underinvest in the design arena.“ „Mr. Brysk’s talk will briefly discuss the research findings and explore some of its implications.

Curriculum Vitae



Jordan Brysk is President and CEO of Ascendant Strategies Group, Inc. (ASG), a management and investor relations consulting firm he founded in 1994. ASG’s clients have included EDA and related technology vendors such as Cadence, Synopsys, Mentor Graphics and Wind River, and investment companies such as Farallon Capital Management and Robertson Stephens and Company, among others. Current clients include Axis Systems and Tensilica. Jordan previously was Director of Investor Relations and Director, Corporate Strategy at Cadence. His consulting credentials include Director of Consulting for Collett International, Inc. and Senior Consultant, Director of Research, and Director of Consulting for Technology Research Group in Boston. Jordan began his career in electronics as a technician and circuit designer for New England Technology Group (Cambridge, MA), where he achieved first-pass success designing and prototyping an analog/digital video board for commercial use. He has been a member of the EDA Consortium’s Market Statistics Service Committee since 1996, and he holds a Bachelor of Physics degree from MIT.