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If Wise Men Buy EDA, and Real Men Build Fabs - then Successful Men Are Absolutely Fableless

edaForum05 Presentation

Business Session II

Cesar Martin-Perez

MIPS If Wise Men Buy EDA, and Real Men Build Fabs - then Successful Men Are Absolutely Fableless

Abstract

Today's SoC designers are faced with increasing design complexity and costs, shortened design cycles, and fierce global competition. In order to succeed in such a market, companies must deliver differentiated products, ahead of the competition and at a lower cost which means they need to carefully choose which business model delivers the most compelling solution.

Each business model IDM, Foundry, and Fableless offer distinct advantages. As a successful Fableless/IP provider, MIPS Technologies is uniquely positioned to offer its perspective on this discussion.

Specific topics to be addressed include:

- o The Viability and Credibility of the Fableless Business Model
- o Global Acceptance of Outsourcing
- o Cost Benefits
- o Empowerment of the SoC Designer:
- o Flexibility and Innovation for accelerated time to market
- o Tools of the Trade: Leveraging EDA Expertise

Biography



Cesar Martin-Perez VP of Europ. Field Operations MIPS Technologies, Inc.

He began his career with MIPS Technologies in 2000 as Area Director, Central Europe, and was promoted to the position of Vice President of European Field Operations in 2002. In his current position, he is responsible for overall operations as

well as the management of sales, marketing and business development activities throughout the UK, Europe and Israel.

Mr. Martin-Perez joined MIPS Technologies from Mentor Graphics, where as Senior Business Director he managed semiconductor sales and business strategies in Central Europe. He has also held progressively senior sales and business development positions at Cadence Design Systems, Calay Systems and Kontron Datensysteme. Mr. Martin-Perez is a graduate of Hagen Technical University, Hagen Germany.

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