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[Startseite](#) > Druckeroptimiertes PDF

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# The Strategic Impact of the EDA Industry in the Electronics Design Chain

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## Abstract

The current economic and business climate is forcing the electronics design industries towards dramatic changes.

There is no market ... for a second to market!

Cost of design, management of innovations and time to volume are the greatest threats to continuation of the semiconductor roadmap. This keynote presentation will focus on how the EDA industry will contribute to their customers success to achieve

- faster time to volume
- managing cost of design and innovation
- positively impacting top line growth

Today's engineering - and development- productivity for electronic design need to increase by 40-60% year over year to meet challenges given by new technologies and market requirements. Given the current productivity improvement of 20% per year, closing this gap is crucial to the success of the electronics design industry.

You will hear about

- lowering number of respins by new first silicon success strategies
- innovative virtual prototyping methodologies to shrink customers time to market and time to volume
- lowering design cost by design chain optimization

Finally an outlook will be given, how the electronics design industry and the EDA industry has to cooperate directly or in initiatives like the edacentrum to meet future electronics design challenges.

## Curriculum Vitae



Guillaume d'Eyssautier is Vice President & General Manager for Cadence Design Systems' European operations. Cadence is the world's leading provider of electronic design products and services. Based at the company's European headquarters in Bracknell, UK, d'Eyssautier leads a team of over 800 professionals based in 11 countries, providing R&D, sales, marketing, services and applications engineering support to national and international

customers across the region. Leading Cadence to new levels of growth in Europe as part of the company's overall long term strategy, d'Eyssautier's focus is on building deeper relationships with customers in Europe while broadening awareness and uptake of the company's products and services in the realms of both sub- micron down to nanometer design levels within electronics businesses of all sizes. Europe is Cadence's strongest market outside of North America, accounting for some 22% of the company's worldwide revenues in 2001. d'Eyssautier career has spanned the past 22 years in the semiconductor industry, including management positions in Design Engineering and Marketing and Sales in both Europe and the USA. Prior to joining Cadence in 2002, he served as Vice President EMEA for IBM Technology Group. Prior to that he was Executive Director, European Operations, Rockwell Semiconductor Systems and he has also held senior posts with GEC-Plessey Semiconductor in Europe and with Matra Harris Semiconductors. d'Eyssautier holds a Master's Degree in Electronics and Computer Sciences from I.S.E.P. in Paris and an MBA from INSEAD, in Fontainebleau, France where he majored in Industrial Marketing and Corporate Finance. A French national, he is married and has five children.

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