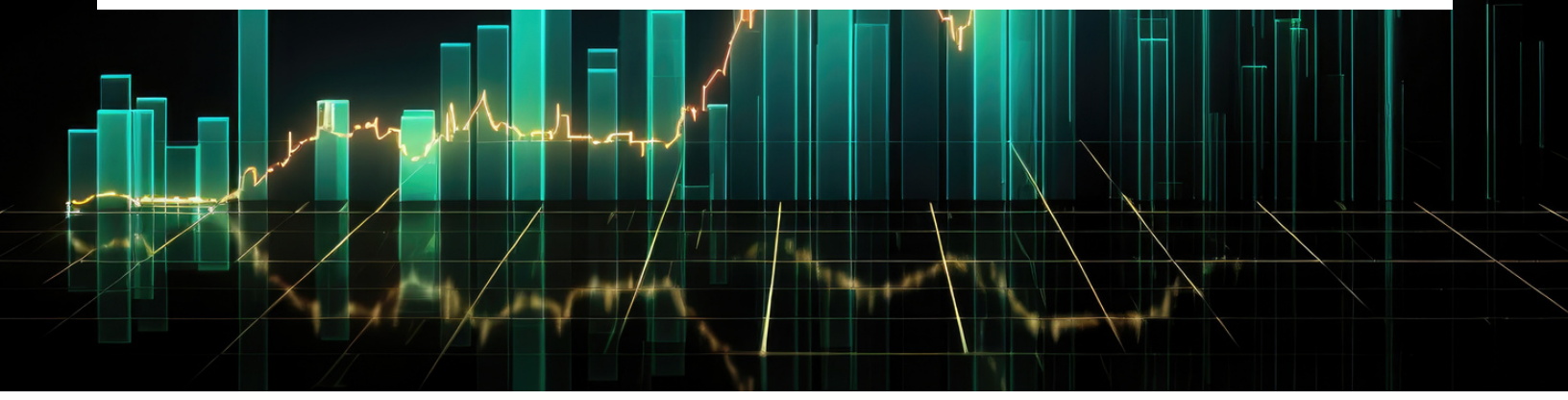
TechInsights' Custom Services

Unique market sizing and forecasting tools, performance benchmarking, and tailored analyses for your business on emerging trends impacting the extended semiconductor industry and end markets.

Whether you are looking to appraise the ever-evolving dynamics of market demand, gain deeper insights into your supply chain, or benchmark your competitive performance in a marketspace, the Custom Services team at TechInsights is well-equipped and eager to assist you in tackling the challenges of the extended semiconductor industry, from chip fabrication to the retail shelf.

With TechInsights' demand and supply side metrics, you can position your business to surpass others in the field. Modeling addressable market, benchmarking vendor share, viewing channel activity, and other performance metrics allow for customized, filtered views of your most critical business metrics. Production benchmarks, capital expenditures, and estimations of business lines and partnerships complete the end-to-end picture decision-makers need to compete more effectively.



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TechInsights' Custom Services Details

TechInsights' Custom Services team approaches data modeling from both demand and supply side perspectives. Supply chain metrics detail the development of raw materials and technology IP into products and their distribution through intermediaries before being sold into end markets. Thanks to our unmatched breadth of expertise from semiconductors to integrated devices, our sales, business development, and strategy specialists provide clients with accurate and up-to-date benchmarks of manufacturing rates and turnaround times for chips, modules, and finished products, which can be subject to fluctuations based on a myriad of factors, including international trade restrictions, commerce regulations, and patents on intellectual property.

Our experts create estimates by market vertical, channel, and business capabilities. Clients can track and compare their business' performance in certain markets, understand their positioning in contrast with competitors, identify percentages of the market share they account for as well as financial figures on average selling prices (ASP's), inventory/sold units and revenues. These numbers allow clients to make better business decisions when it comes to product positioning, pricing strategies, disruptive tech innovations, and methods needed to gain a competitive advantage.

Using TechInsights' Custom Services You Can:



Successfully benchmark your business' performance



Develop a strategic business blueprint



Better inform product development and lifecycle decisions



Stay aware of competitive threats and potential market disruptions

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Custom Services Deliverables

Demand Side Metrics and Modeling

These are market sales into the channel, end buyer, or both. Consumer or B2B for example, smartphone or tablet sales; semiconductor shipments; light vehicle production.

- Total addressable market/serviceable addressable market estimates
- Vendor market share (Units/Revenues)
- Channel activity and allocation metrics
- Competitive business size and performance metrics
- Filtered views of data (based on your custom requirements)

Supply Side Metrics and Modeling

These are quantitative estimates of the flow of units and or revenues through the supply chain, prior to distribution to end users.

- Products: production metrics, capacity, capex investments, estimations by product lines, price-tiers, geographies.
- Business lines: estimations of specific supplier business size by line of business, for example, automotive original equipment manufacturer (OEM) business light vehicles versus electric vehicles (EVs); Automotive OEM business fully autonomous versus other.
- Contracts and partnerships: listings of supply side partners, in various formats. Agreements, partnerships, memos of understanding (MoUs) or other details relating to business relationships, for example, customer/supplier, product development, production commitments, among others.



Data Modeling and Forecasting Summary

TechInsights' Custom Services has a strong history of delivering the kind of essential additional insight and depth required by industry leaders within our base of published reporting clients. Custom Services does this by tracking, forecasting and expertly modeling a wide range of key supply and demand side metrics. From monitoring the emergence and impact of silicon technology shifts globally, to total addressable market (TAM), sizing, and extra granularity in end-device sales (for example, split by quarter, geography, channel type, market type, price-tier or all five), TechInsights has you covered.

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TechInsights

TechInsights is the information platform for the semiconductor industry.

Regarded as the most trusted source of actionable, in-depth intelligence related to semiconductor innovation and surrounding markets, TechInsights' content informs decision makers and professionals whose success depends on accurate knowledge of the semiconductor industry—past, present, or future.

Over 650 companies and 55,000 users access the TechInsights Platform, the world's largest vertically integrated collection of unmatched reverse engineering, teardown, and market analysis in the semiconductor industry. This collection includes detailed circuit analysis, imagery, semiconductor process flows, device teardowns, illustrations, costing and pricing information, forecasts, market analysis, and expert commentary. TechInsights' customers include the most successful technology companies who rely on TechInsights' analysis to make informed business, design, and product decisions faster and with greater confidence. For more information, visit www.techinsights.com.

TechInsights

1891 Robertson Road
Suite 500
Ottawa, Ontario K2H 5B7
Canada

T: 1-613-599-6500
F: 1-613-599-6501
Web site: www.techinsights.com
Email: support@techinsights.com

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