

# THIS IS YOUR TARGET

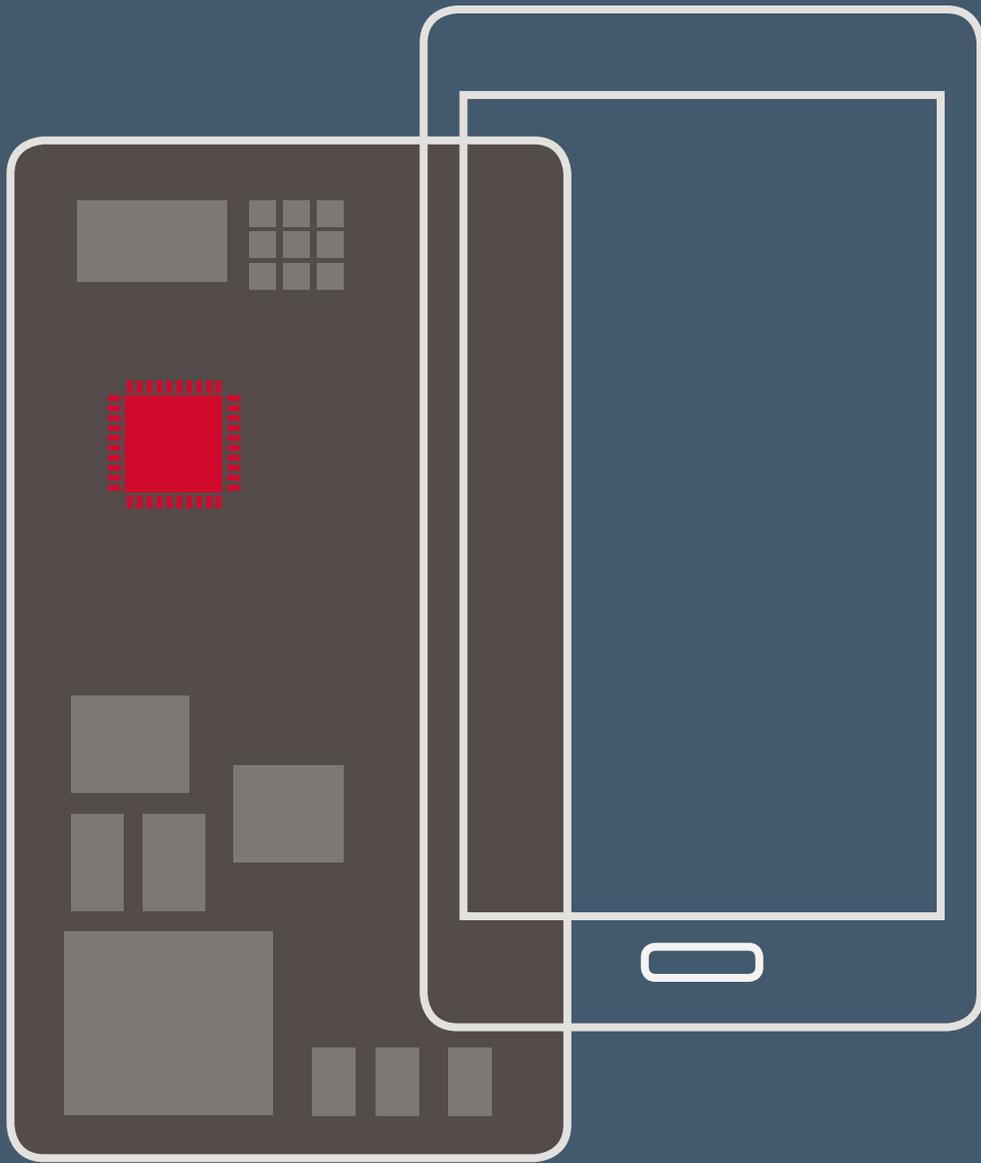
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You don't know who they are or why they were chosen, but a competitor has won the socket you were targeting and you want it back.

So how do you get there?

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## ALWAYS UP TO DATE

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**~3,500 devices to our database every year.**

**We analyze more than 500 high-volume consumer products a year:**

- ~10 high-volume products per week — phones, tablets, cameras, wearables, smart home devices, TVs, PCs, automotive devices
- Thousands of components are catalogued per week
- 10-30 net new components are catalogued per week
- 1 component or die per month — standard cell library elements, layout, utilization and statistics
- 1-2 die per month — process architecture, materials analysis, FEOL/BEOL constructional analysis, detailed circuit design extraction

# Know who you're up against.

To win sockets, you need to understand the competitive landscape. That means facts, not hearsay. Reliable data — not opinions or unvetted third-party information. But with thousands of new products on the market, where do you start?

## **CHIPWORKS' INSIDE TECHNOLOGY.**

Inside Technology puts years of in-depth, ongoing technological analysis to work for you. Giving you access to the same database we use internally at Chipworks, its intuitive search process lets you zero in rapidly on technical analyses, images, reports and schematics for tens of thousands of devices.

With the volume of devices we deconstruct and catalogue every week, you can discover which components are winning sockets in the highest-volume consumer products in virtually every region of the world — almost as soon as they hit the market. You can even set up notifications to always be aware when new data is posted.

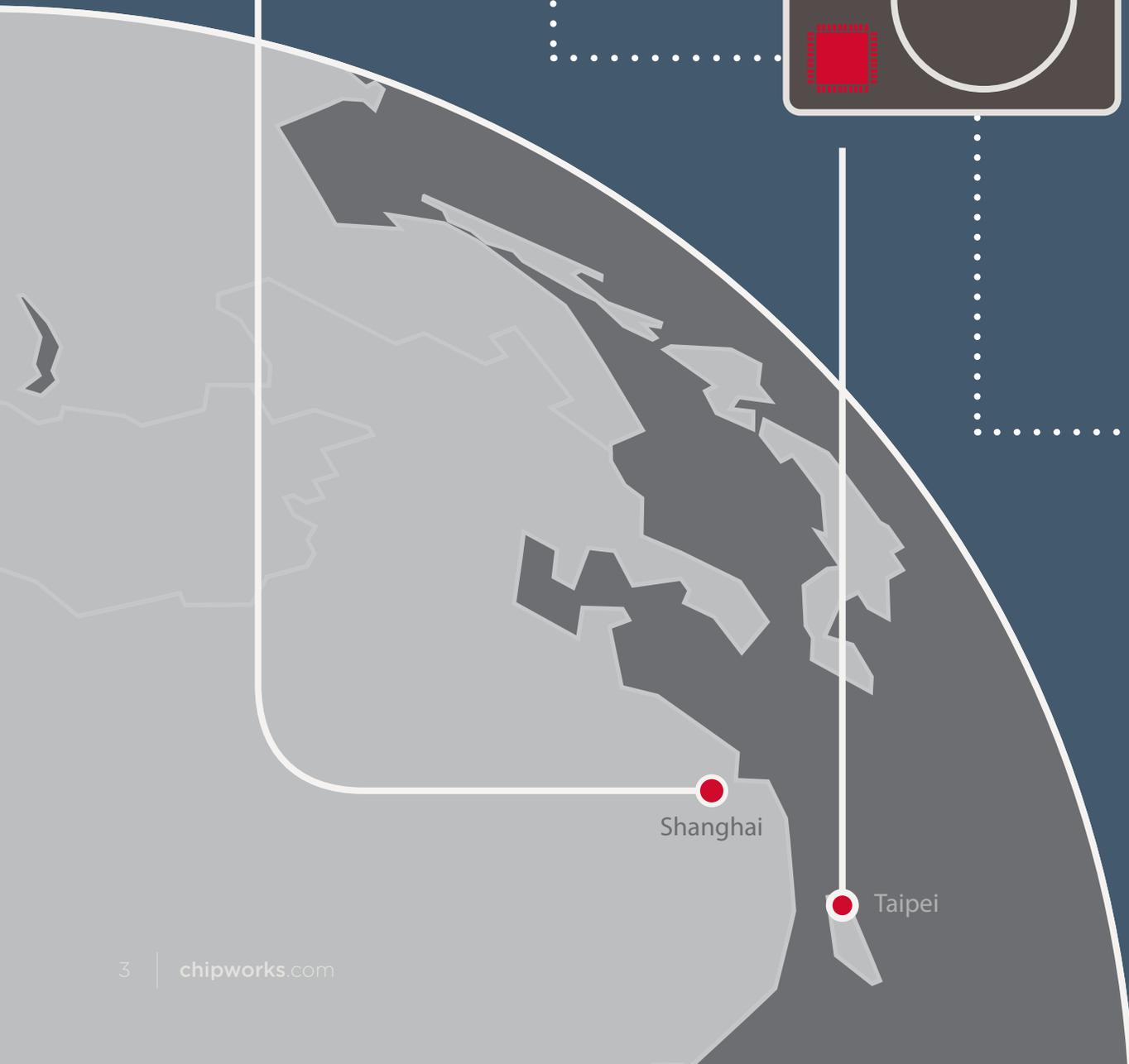
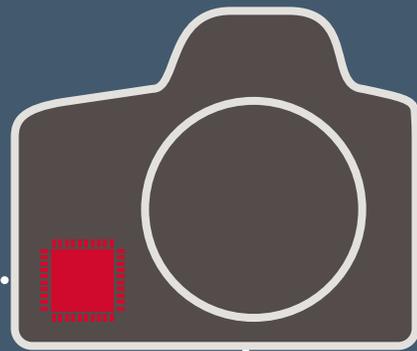
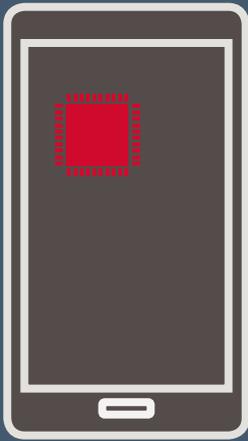


SEE WHICH COMPONENTS ARE WINNING SOCKETS IN THE HIGHEST-VOLUME CONSUMER PRODUCTS IN VIRTUALLY EVERY REGION OF THE WORLD.

## GLOBAL INSIGHTS

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Search products and components from every region, not just North America.



# Find out where else they are.

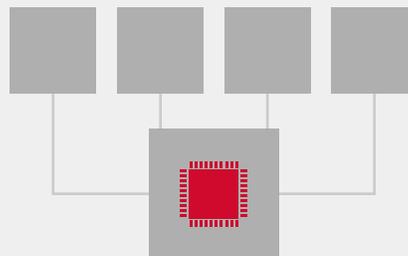
Inside Technology's comprehensive view of the global IC landscape lets you see how many sockets your competitors' chips have won and in which products — for a fact-based picture of your market position.

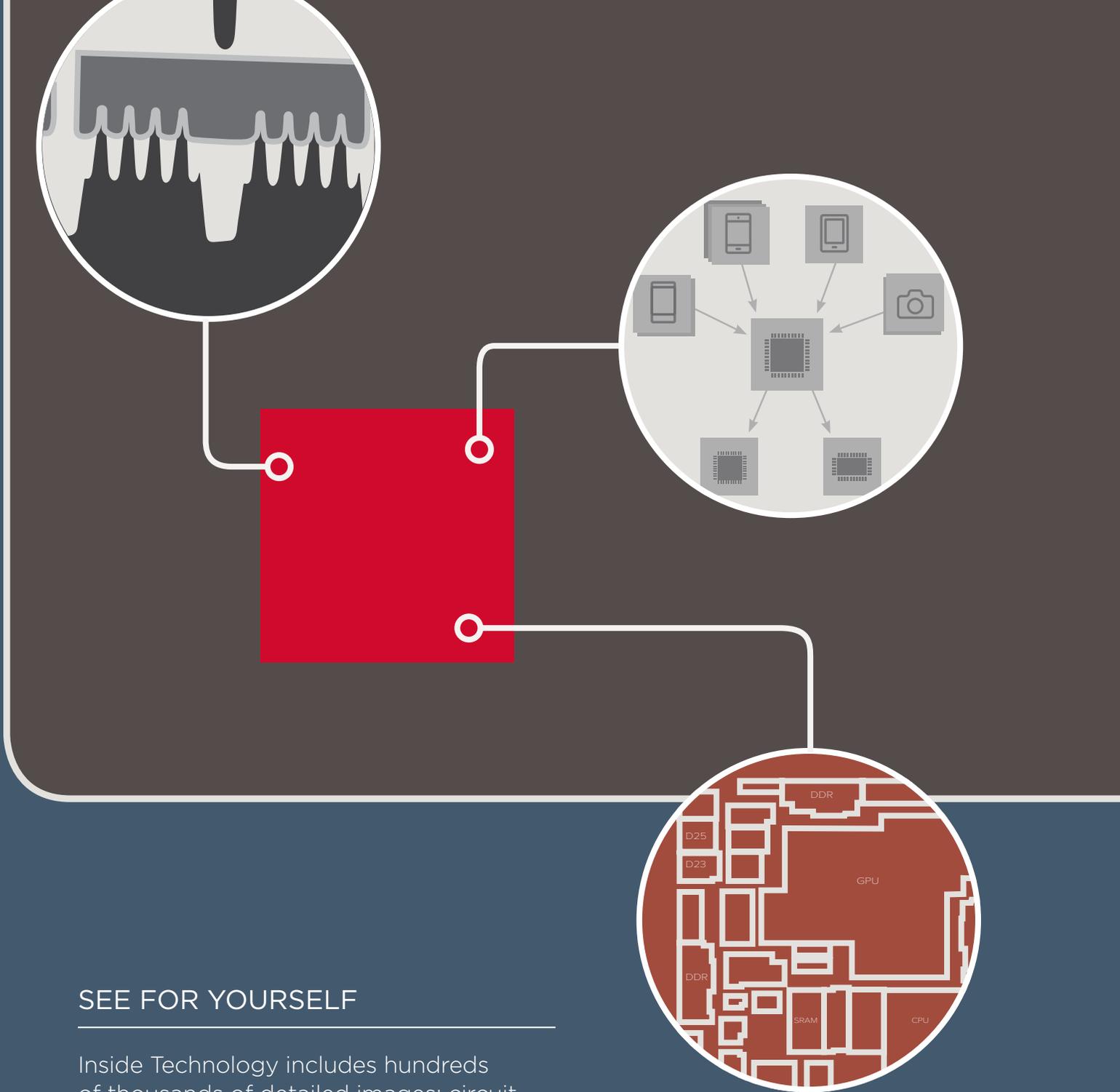
If you work through an OEM, (original equipment manufacturer) an ODM (original design manufacturer) or distributor, Inside Technology can also help reveal where your chips have landed, rounding out your competitive intelligence.



## **SEARCHING IS SIMPLE**

Once you've identified the product or device type you want to target, Inside Technology lets you filter for all instances — showing at a glance the component's genealogy and where it is used.





## SEE FOR YOURSELF

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Inside Technology includes hundreds of thousands of detailed images: circuit designs, cross-sections and more.

# Find out why they're winning.

More than just a search engine, Inside Technology delivers the insights you need to understand what makes your competitor's chip a winner:

- Component comparisons
- Genealogical hierarchy views
- Cell library element data
- Process architectures
- Materials analyses
- Constructional analyses

Whether your competitor has a smaller form factor, a smaller process node, a different foundry or unique libraries, with Inside Technology, you'll know.

## GROW YOUR MARKET SHARE

With Chipworks' deep competitive intelligence, several companies have achieved exponential growth.

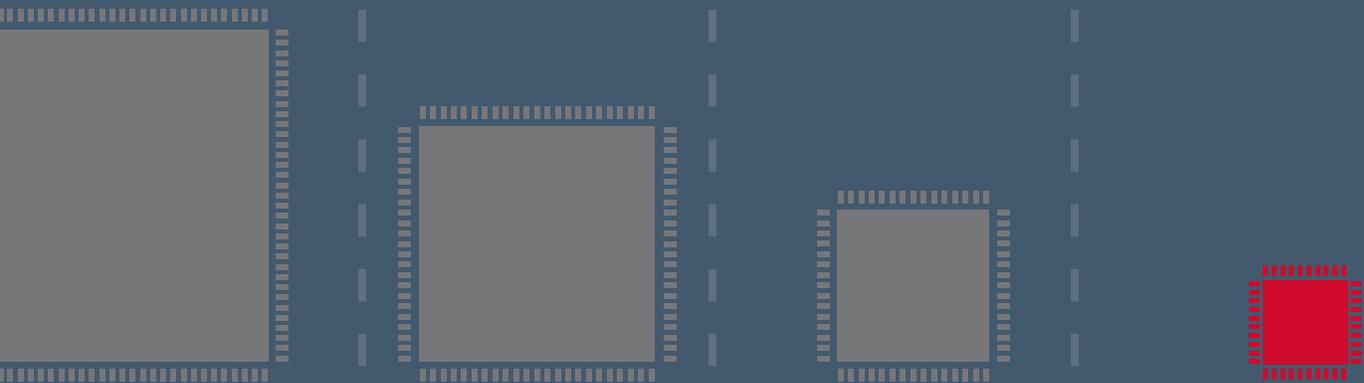
FROM

4%

TO

75%

MARKET SHARE



FORM FACTOR OVER TIME

PERIOD  
1

PERIOD  
2

PERIOD  
3

FUTURE  
PERIOD

# Build your roadmap to beat them.

Knowing what sets your competitors apart lets you focus your product roadmap to displace them, growing your market share and boosting your revenues. You can share your roadmap with current customers and prospects to demonstrate that you have a vision for meeting their requirements today and well into the future.

## MAKE **INSIDE TECHNOLOGY** YOUR TRUSTED CHECKPOINT FOR COMPETITIVE INTELLIGENCE

Inside Technology makes finding out who is winning sockets and why they are winning them fast and easy. With a wide range of subscription models to suit your needs and budget, Inside Technology is an efficient, cost-effective way to gain technology insights and pursue your business goals.

# About Chipworks

Inside Technology is the go-to source for in-depth, global competitive technical intelligence. For more than 20 years, global business leaders have trusted Chipworks to help them mine their portfolios, identify their best patents, and provide crucial analysis of high-revenue products in the most competitive, fastest changing technology sectors.

REQUEST A DEMO

See what Inside Technology can do for your competitive technical intelligence business.

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