

**DATE98 HOT TOPIC SESSION:**  
**IP-based System-on-a-Chip Design**

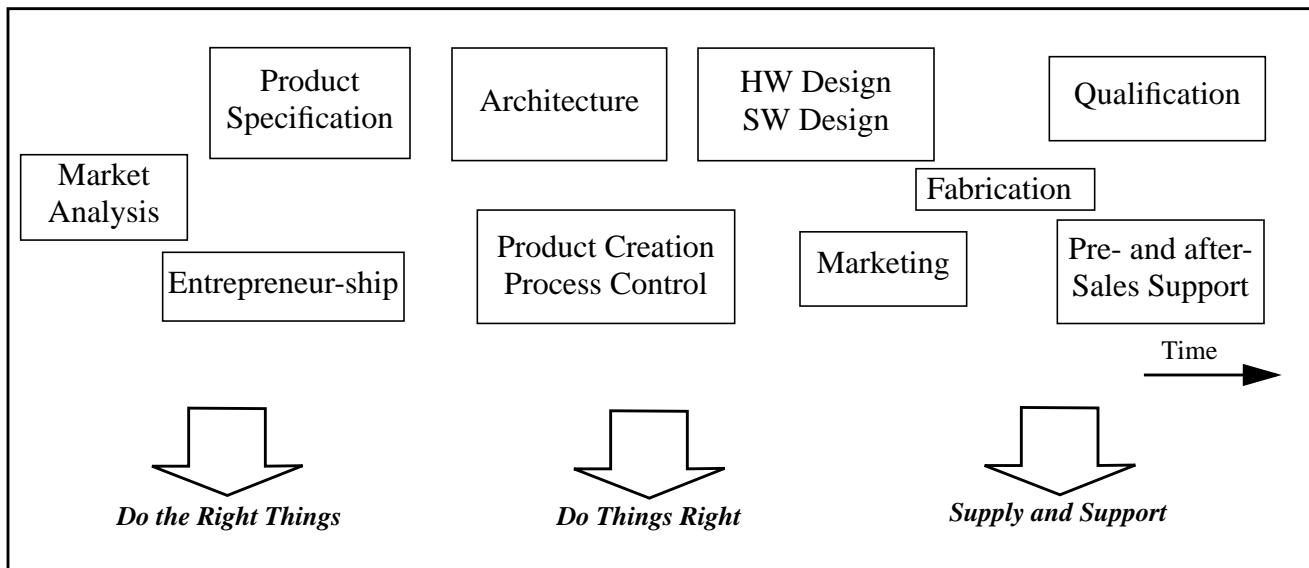
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In the era of IP reuse, what is going to make the difference between different system-on-a-chip providers?

To answer this question, it suffices to depict the competencies required to be a successful silicon provider. We distinguish technical, organizational and

To be successful, a system-on-a-chip provider will have to be excellent in:

- Selecting the right product
- Implementing the product with a right mix of design time, cost, dissipation
- Delivery performance and customer support



marketing competencies. Their importance varies in time.

IP reuse only affects the implementation-related portion of the Creation Process of a system-on-a-chip.

IP reuse is the obvious next step in the standardization trend of process and design technology (tools and libraries).

This standardization trend makes the competencies that are not related to implementation become increasingly important.