

Can you buy that?

Designing with Altium

Industry fact.

83% of best-in-class electronics product development companies have a formal component management process in place.

Aberdeen Group, 2010

Industry objective.

With 49% of electronics designers reporting that design changes occur several times in just one day, this leaves little time to address manufacturing problems with their designs. Therefore, there is a significant opportunity to improve time-to-market, meet customer demands for new features, and reduce your development and component cost by selecting 'manufacture-able' components on the first effort.

A typical Engineering Change Order (ECO) costs:

- \$1,984 to implement during development, and
- \$10,625 once a design has been released to manufacture. A factor of 5.4X.

How this affects you.

Put simply, design changes add cost, reduce likelihood of meeting your release dates, and devalue your best work. The rapid growth of the electronics industry has spurred dramatic changes in the electronic parts that comprise the products and systems that customers buy. Increases in speed, reductions in feature size and supply voltage, and changes in interconnection and packaging technologies are becoming events that occur nearly monthly.

If...

You have ever come to the end of a design cycle only to have your buyer walk up to you and

say, "Why did you design in a component that has a 52 week lead time?" or "This part hasn't been available for 2 years!"

Then...

You need a system to balance component choices (a component's technical fit) with part choices (a component's manufacturer, vendor, second source, and potential longevity) at design time, saving thousands of dollars and countless hours of redesign.

Engineers must design with an awareness of the part life cycle in the very beginning stages of development.

What if you could.

- Avoid expensive life time buys?
- Avoid compromised part substitutions?
- Avoid costly redesign?
- Avoid having to use expensive brokers to keep your products alive?
- Avoid reclaim (using components salvaged from other products)?

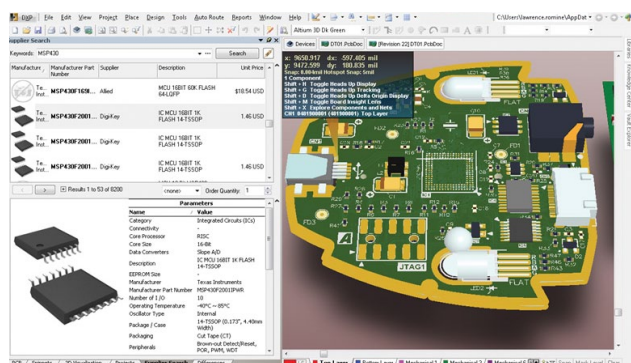
What you can do.

Engineers must design with an awareness of the part life cycle at the very beginning stages of development. While technical features and functions will continue to differentiate your products, component lifecycles are equally as important so that you do not design-in

something that is not available, cannot perform as intended, cannot be assembled, or cannot be maintained without high costs. This can differentiate the winning from the losing product.

What it is?

Enter Altium's Next Generation Component Management System – the framework you need to manage components at the engineering level, in the design, and across the design and release domains. It extends existing models of storing and managing ECAD component data to capture the engineering and business intelligence now needed to make real sense of the component management challenges engineers and designers face each and every day. It enables engineers and designers to make intelligent component choices at design time when it's most important.

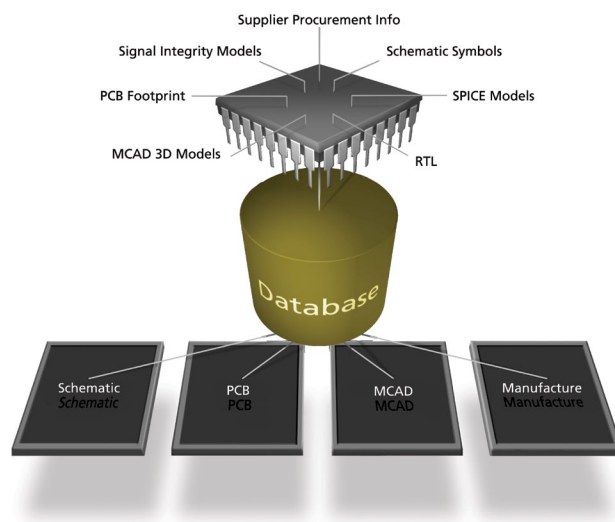


Use a system for live linking components to the supply chain. Altium Designer's new live supplier-linking system maintains real-time links to your supply chain and provides real time updates to pricing and availability as changes occur at any stage along the way.

It's through a series of 'Part Choices' that the engineering component can be mapped to one or even multiple manufacturers or vendor parts. This makes it now possible to truly capture the concept of parts equivalents and leverage the engineering intelligence behind the decisions experienced engineers make every day.

Apply a powerful where-used system to track components across any design or release document. Altium Designer's new vault system finally brings together component information and library data, with the designs and releases that use those components. This powerful new system makes it possible to track where any component might be used across any design.

Altium Designer provides complete revision and lifecycle management capabilities, extending this all the way down to the component and even individual component models. With Altium Designer you can finally build your parts revisioning and approval processes directly into your design environment.



About Altium

Altium Limited (ASX:ALU) provides world-leading unified design solutions that break down the barriers to innovation, and help organisations easily harness the latest devices and technologies, to create their next generation of electronic products. Founded in 1985, Altium has headquarters in Shanghai, China, sales offices in the United States, Europe, Australia, and resellers in all other major markets.

For more information, please visit www.altium.com

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