GARY SMITH EDA
CONSULTING IN ELECTRONIC DESIGN

We had a lot of new vendors at DAC this year, and with them came the proverbial question, "How do you get on the **What to See @ DAC list**?" Unfortunately the question at times was phrased as, "How much does it cost to get on the What to See @ DAC list?"

A LITTLE BACKGROUND FOR THE NEWBIES

Gary Smith EDA originally was a research group at Dataquest. Gartner Group acquired Dataquest and modified the business model to line up with the Gartner business model. As far as the Engineering Design Services Group was concerned, the modified business model didn't work and in 2006 they shut down the service. We restarted the service as Gary Smith EDA using the original Dataquest Business Model and once again had a successful business. One of the commandments at both Dataquest and at Gartner was, "Thou shalt not be a Coin-operated Analyst!" It also is true for Gary Smith EDA.

HOW THE LIST IS PUT TOGETHER

The process of putting together the list starts in the January/February time frame. As I talk to my Semiconductor clients I put together a list of what are their most important design problems. In late March vendors approach Mary and I to set up meetings so we can review their DAC introductions. Also I go to Design Conferences and check out the new products and new vendors. The two most important of those Conferences is ASP-DAC and DATE. That way I get the latest from Europe and Asia.

So the criteria are:
1. What sub-applications are most important to my Semiconductor clients?
2. What New vendors have tools that should be brought to the attention of the Design Tool Users?
3. What tools are important to the future of Electronic Design?
4. What tool, which is not in the above categories, is so impressive that I can't in good conscious keep it off the list?

In essence the list is made for the Design Engineer. I'm doing this for my Semiconductor clients. No EDA vendor gets a guaranteed spot on the list. You don't have to be a client to get on the list. You're not guaranteed to be on the list if you are a client. You actually don't have to talk to me to get on the list. Design Engineers often tell me about vendors that should be added to the list. I will say that your chances of making the list are increased if you set up an appointment with Mary or me during the March, April and May timeframe. The list is frozen three weeks before DAC.

So that's it; pretty simple. Oh, and if you want to increase your chances of being at the top of the list, get a booth with the lowest number possible. (The list is sorted by booth number.)

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