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**Author: Eric Esteve**

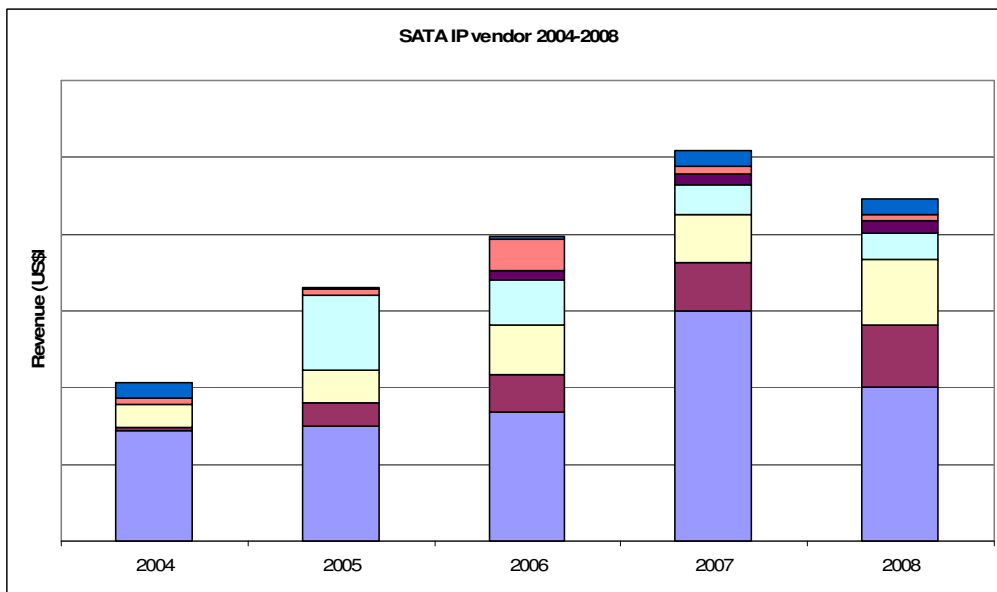
# SATA IP Market Survey

## Customer oriented

### *Why to propose a customer oriented SATA IP survey?*

The release of the initial version of the SATA IP market survey in 2008 has been very useful for the SATA IP vendors. As we think such a survey could strongly benefit to the semiconductor companies who decide to acquire a SATA IP, we decided to extract only the information useful for an IP customer, and build a compact, cheaper version for the survey.

The IP market is a niche market, with revenue of about 1% of the overall semiconductor business, but it is highly strategic for the chip makers. When you need for example an interface function like SATA or PCIe, and you do not have in house expertise to design it, you have to acquire it. The need for high bandwidth data exchange, and for interconnect your product with other chips or systems, is not a "nice to have" feature. It is a "must have". Then, you have to look for a supplier for this IP function. There are two major issues that you will face: you need a high quality product, fully verified and easy to integrate, and you want to pay it the right price, or the market price. As you probably do not have a specific knowledge of the IP market, you can go on an IP portal (like "Design&Reuse" or "Chip Estimate"), type the name of the function, and get access to numerous companies claiming that they support the required function. You will get a data sheet, but no idea about the IP quality, the level of Verification, the number of customers already using the IP. What about the vendor commitment to this product line, does it has a solid roadmap or will he give up soon: it is very easy to start selling an IP, some design service companies who have developed a function for a single customer decide to market it as a real IP product. Because the IP market is very dynamic, there is a lot of new comers, who can end up being a real IP vendor, or stay on the market for a couple of years and finally exit. If you start using an interconnect function, say SATA, you will probably use it on several generation of products, so your goal is to select a vendor who can support your product roadmap, stay on the market, and follow the SATA protocol roadmap, generation after generation. With such requirements, you will discover that the short list reduce considerably. The process will just took time, very easily one week of your precious time, just to get information that you can get in a few minutes by acquiring this survey. Then, you also do not want to spend more money for the IP license than the right price. The problem is that there is no stock exchange for semiconductor IP! You will find the pricing information in this survey, including the price dependence by technology node and frequency, for the PHY. And this could help you to save several dozens 1000s \$, or even more.



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