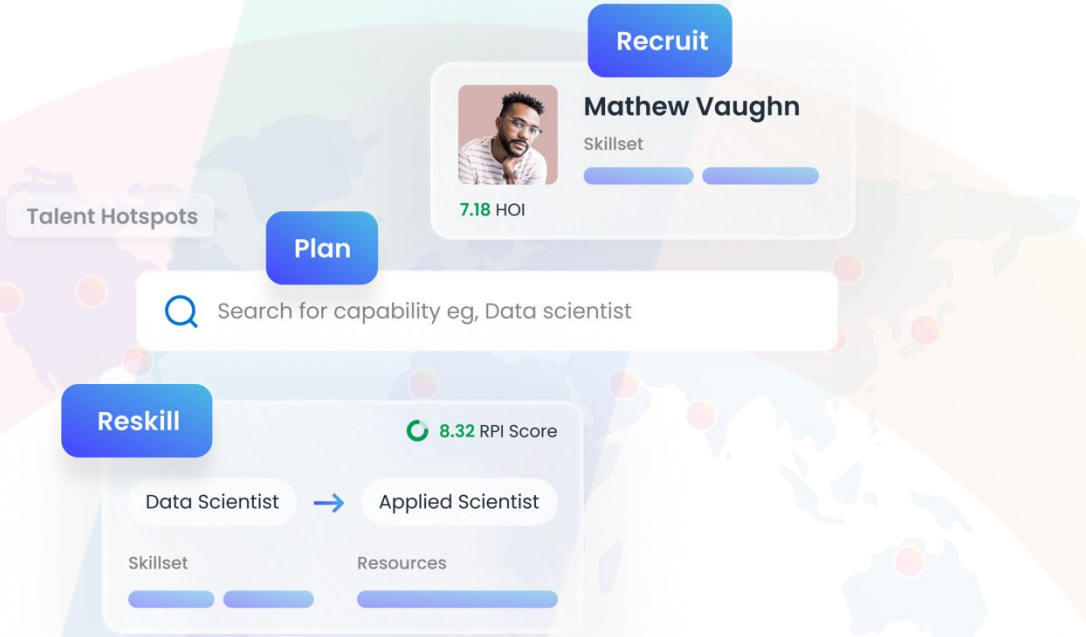
draup | ASM

draup

Make Reliable Talent Decisions Effortlessly



Draup Proposal

Strategic Workforce Intelligence for ASM's Global Hiring Excellence

May 2025

Executive Summary

- *Draup is pleased to present our Talent Intelligence platform in response to ASM's RFP. Our AI-powered solution is purpose-built to support global enterprises in making strategic, data-driven talent decisions—especially in complex and high-growth industries like semiconductors. Draup's capabilities are uniquely aligned with ASM's goals of enhancing hiring efficiency, improving onboarding, and enabling workforce scalability across global markets.*

- ***Draup's Talent Intelligence platform** enables hyper-targeted sourcing, advanced filtering, and compensation benchmarking aligned with market standards—empowering ASM to make faster, smarter hiring decisions.*

- *Draup delivers real-time competitive intelligence on hiring trends, skills architecture, talent movement, compensation, benefits, and technology stacks. Through our **Signal App**, ASM can continuously monitor peer companies' talent strategies—empowering proactive, data-driven workforce planning.*

- *Draup supports over **30 native integration options** with leading recruitment and HR platforms—including Greenhouse, SAP SuccessFactors, and more—ensuring seamless interoperability with ASM's existing digital ecosystem for recruitment and offer management.*

- *Draup will partner closely with ASM to deliver **customized**, **executive-ready reports** tailored to the needs of business leaders, People leadership, and Talent Acquisition teams. These reports provide comprehensive, data-driven insights into talent dynamics, workforce planning, and market trends—ensuring alignment with ASM's strategic goals. By leveraging normalized talent taxonomy and advanced analytics, Draup's custom reports function as targeted investigations, offering deep, actionable intelligence on specific talent challenges. This enables ASM to make informed decisions with confidence, backed by granular, role- and region-specific data.*

- *Draup believes in **Responsible and Ethical AI systems** that are transparent, explainable, and accountable. This approach emphasizes the importance of fairness, bias mitigation, privacy, and security in AI development and deployment. It also recognizes the need to involve diverse stakeholders in the development process and ensure that AI systems are aligned with societal values and norms.*

Adopted by Industry Leaders

Draup is an AI-Assistant (data and actionable insights) for HR & Business executives

260+
Enterprise Customers

Texas Based
U.S. incorporated company

200+
Software Engineers, Data Scientists, Math, AI/ML experts, Researchers

2017
Founded by Vijay & Vamsee (Zinnov, Talent Neuron, Draup)

Draup for Talent
Leverages 20 Million datasets from 8,000 sources

SaaS Platform
Data Exchange
API integration

Series A Funded

Draup's integrated taxonomy driven approach for Talent Intelligence

Multi-Dimensional Data Assets

20 million data points from over 70,000+ data sources

Global Workforce Data

	Job Descriptions
150 Mn+	Salary Data Points
17K+	Number of Skills

Global Labor Boards

100+	Labor Boards such as BLS, ABS, ONS
10+	International Organizations such as ILO, OECD, UN, ISCO, WHO, IMF

Peer Data

1M+	Firmographics Data
33 / 215	Verticals / Sub-verticals
22 / 240	Business Functions/Workloads

Technographics

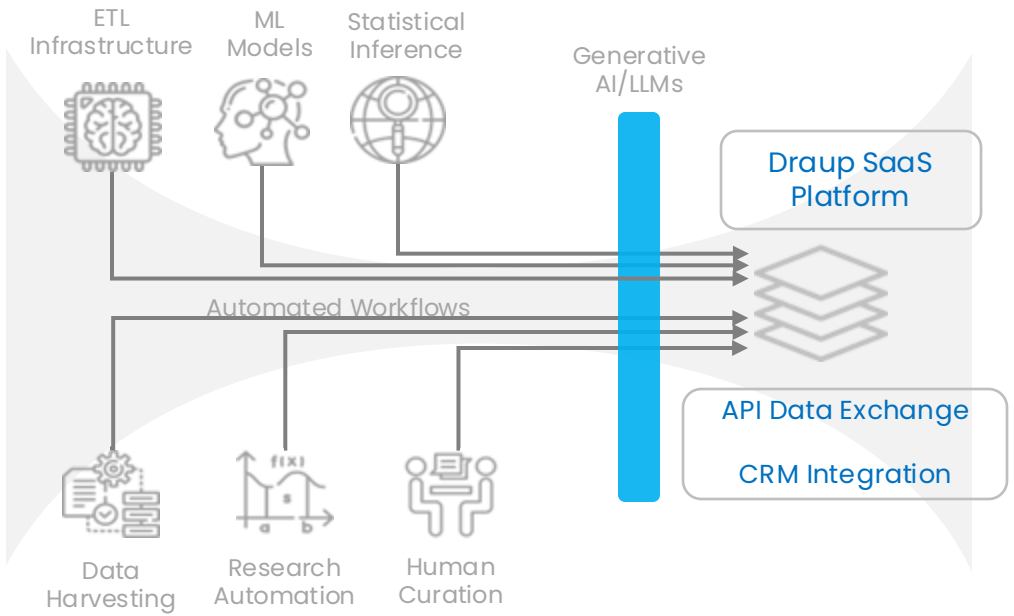
56K	Technology Products

Market Signals

450K/day	News Articles/Press Releases

Draup Technology & Cognition Engine

State-of-the-art cloud architecture & advanced AI & ML techniques



Draup goes beyond other point data providers in market

- Bring together diverse data assets, providing real-time actionable insights
- Built on a foundation of advanced AI & ML capabilities

Value for Customers

delivered through preferred consumption channels

Strategic Workforce Planning

- Location analysis for site selection based on deep workforce metrics
- Deeper understanding of Supply-Demand dynamics to optimize workforce planning
- Talent & workforce optimization strategies using AI, Gen AI & Agentic AI
- Target right skills for current and future needs.

Refine Talent Acquisition Strategies

- Hyper targeted sourcing and candidate selection.
- Drive diverse hiring and retention strategies.
- Streamline recruitment by aligning compensation with market standards.

Competitive Benchmarking & Positioning to win

- Stay ahead of the market by analyzing competitor hiring trends, talent movements, and workforce strategies.
- Evaluate against Peer employee value propositions

Job Role and Skills Architecture

- Comprehensive and standardized job role framework for clear talent alignment
- Benchmark skills architecture against industry peers to stay competitive

Career Pathways Planning & Design

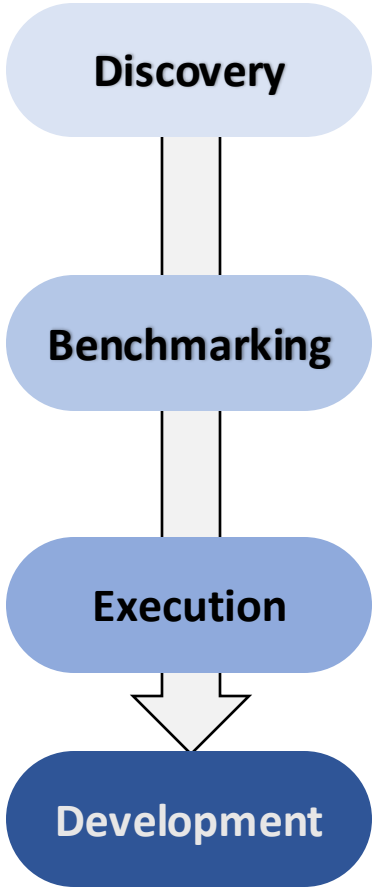
- Identify skill gaps and align development programs with business needs.
- Provide opportunities for career growth through targeted upskilling.

Every day, we analyze 20M+ data points from over 70,000 data sources

850M+ Professional Profiles	**620M+** Job Descriptions	**3100+** Job Roles	**5200+** Locations
17K+ Skills	**100+** Labor Statistics Databases	**450K** Signals Harvested/Day	**56K+** Technology Stack
370+ Educational Majors	**54K+** Universities	**200K+** Peer Priorities & Intentions	**1.5M+** Companies
4M+ Career Paths	**125K+** Courses	**33** Industries	**5M+** Decision Makers

Draup's Intelligence encompasses all aspects of HR Strategy and its ecosystem

Phases of HR Strategy & Workforce Planning



Components of HR Strategy & Workforce Planning

Talent Intelligence		Talent Demand
Talent Market Size	Top Employers	High-Demand Roles and Skills
Core and Soft Skill Availability	Tech Stack	Competitor Benchmarking
Median Base Pay	Gender/Ethnic Diversity	Hiring Trends
Talent Distribution by Skills, Vertical, Experience	Hiring Difficulty	Top Business Functions/Workloads
Diverse Hiring	Talent Movement	Regional Talent Demand Hotspots

Peer Intelligence		Workforce Battlecard	
Priorities & Intentions	Skills Architecture	Talent Flow Insights	Current Hiring Activity
Locations by Functions	Contingent Workforce	Workforce Distribution By Locations	High Turnover Job Titles
Organizational Structures	Key Executives	Employee Value Proposition	Historical Hiring Trends

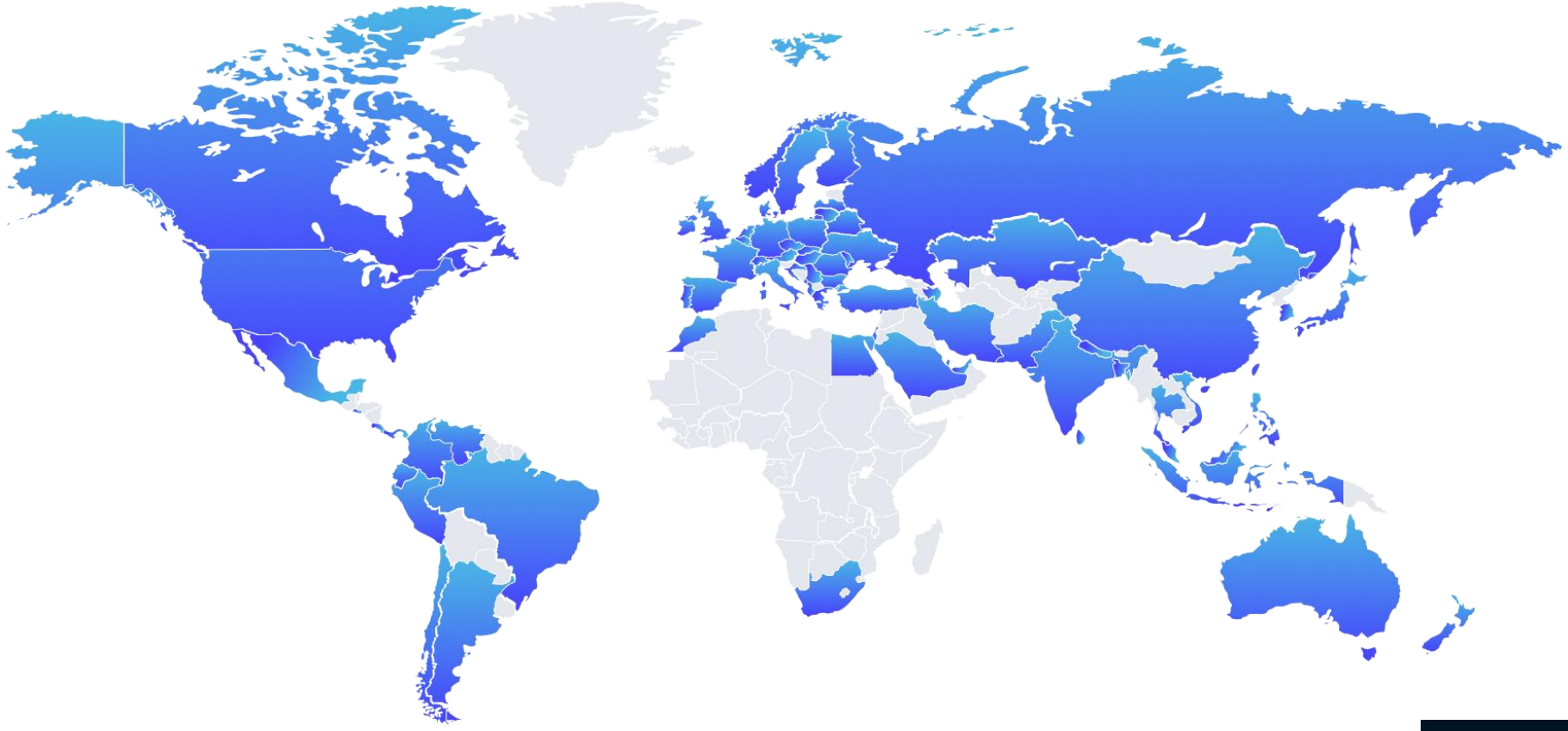
Recruitment		Fresh Talent Supply	
Targeted Profiles	Education & Experience	University Firmographic	Courses & Degrees Offered
LinkedIn/Email ID	Licences & Certification	Expertise Areas	Academic Research Index
Business Function & Workloads	Language	Age, Gender, & Ethnic Diversity	Total Enrolments & Completions

Reskilling			
Career Paths	Job Role Transition Insights	Skills Insights & Gaps	Courses & Certifications

Actual usage on our platform

Trusted by Users across 80+ countries

Over 260+ enterprise customers. 45 Fortune 500 customers



Gartner Recognized in Gartner's 2024 Hype Cycle

★★★★★ G2 Rating

EAIGG

ISO 27001 Certified

AICPA SOC SOC 2 TYPE II

Great Place To Work. Certified FEB 2024 - FEB 2025 INDIA

Skill Mapping Powered by BLS, ESCO and other Industry Standards

Occupation

Job Occupation
Job occupation refers to a specific work or profession that an individual engages in to earn a living. It often involves a set of related tasks and responsibilities within a particular field or industry. Job occupations have been categorized based on industry-standard classification and have drawn inspiration from the O*NET mapping by the Bureau of Labor Statistics (BLS).

Job Family

Job Family
A high-level categorization of roles that share common functions, responsibilities, and skill sets within an organization.

Job Role

Job Role
A specific designation for a role that reflects its primary responsibilities, skill requirements, and career level within the organization.

Job Role Levels

Job Role Levels
Represents the hierarchical position of a role within an organization, indicating scope of responsibility, decision-making authority, and expected experience

Workload

Workload
A decomposed summary based on competencies and responsibilities involves breaking down the tasks and duties required for a role into specific competencies, skill sets, and responsibilities, enabling a detailed understanding and effective management of workload distribution, resource allocation, and performance evaluation within the organization.

Tasks

Tasks
Specific activities and duties performed within a job role that contribute to achieving business objectives and fulfilling job responsibilities

Skills

Skills
Based on a study of Job Responsibilities, skills are identified that are critical for the day-to-day responsibilities of roles across industries. This was further augmented by deep research by Draup experts into the core responsibilities and workloads identified. Draup also references research papers, forums, and other sources to identify emerging skills.

Root Skills
Root Skills are the most foundational and essential capabilities required for a role, serving as the foundation for mastering all specialized and advanced skills.

Core Skills
Core skills are defined as the skills critical for the day-to-day responsibilities of various job roles across industries.

Soft Skills
Soft skill are personal attributes that relates to how an individual interacts with others and approaches their work.

Digital Tech Stack
Digital Products are a set of software tools and technologies used to build and operate applications or services.

Diverse, Deep, and Data-Rich: 850M+ Talent Profiles

Annual Job Demand - Public Sources			
JobsDB	Job Street ID	Ouest Jobs	Arbets
SimplyHired	Ladders	The Local JDs	Seek
Eures	Stellenanzeigen	Ziprecruiter	Job Blocket
Workapolis	Stellenmarkt	Job Street SG	Kel Jobs
APEC	Reed	Best Jobs	Dai Jobs
Workday	Xing	Naukri	Boss Jobs
Career Builder	Dice	Saramin	ChinaHR
Indeed	Euro	Albamon	Work In Startups
Adzuna	Kaliber	Cadremploi	CJOL
Indeed	Job Steet PH	Dou	Liepin
Pinoy Jobs	Post Job Free	HigheredJobs	Headhunter

- Draup's research team extracts salary data through a combination of primary research and market benchmarking studies.
- Additionally, researchers conduct comprehensive market benchmarking studies, comparing salaries across different organizations, regions, and roles to provide a well-rounded perspective. This dual approach ensures that the salary data Draup provides is both reliable and reflective of current market conditions, enabling clients to make informed compensation decisions and stay competitive in attracting and retaining top talent.
- We maintain strong data coverage **in Japan, Korea, Taiwan, and China**, leveraging a combination of local job boards, labor bureau data, and proprietary aggregation methods. While data availability in these regions is typically limited on international platforms, Draup's localized approach ensures superior visibility compared to industry norms.
- For major metropolitan areas, our data accuracy and granularity are highly reliable. In Tier 2 and Tier 3 cities, while coverage is available, the depth and accuracy may vary, especially for niche roles or emerging skill clusters.

Draup has established strategic partnerships with leading **resume databases, recruitment agencies**, and other sources to curate an extensive repository of over **850+ million** talent profiles. Below are examples of key talent data intake channels utilized by the platform

Cost Data Harvesting - Public Sources			
Levels. FYI	Indeed	Reed.co.uk	Ziprecruiter
Glassdoor	Salary List	Hays.co.uk	Jooble
PayScale	Salary Expert	Paycheck.in	Robert Half
LinkedIn Salary	Salary Finder	Naukri.in	Neuvoo
Salary.Com	Pay Lab	Simplepay.co.za	Randstad Salary Guide
H1BVisa	Checkasalary	Gulf Talent	Meinestadt.de
Adzuna	Totaljobs.com	Naukri Gulf	Stepstone.de
Career Builder	ITjobswatch	Wage Indicator	Sedlak
Career Explorer	SimplyHired	JobStreet	Wage Indicator
Careercross	Monster	Glints	Salary Guide
		Global Salary Portal	Country Level Salary Portal

Talent Profile Harvesting – Data Sources	
Public Resumes	Patent Database
Opensource contributors (GitHub, Stack Overflow etc.)	Paid profiles databases (Operia, Xverum, Core Signal, Lexis Nexus, Crunchbase etc.)
Public Social media profiles (LinkedIn, Twitter etc.)	Research Papers and Journals
Corporate Websites	Paid Sources
Resumes from Recruitment firms	

List of Taxonomies Aligned with Draup Taxonomy

Draup has studied global Taxonomy standards and has mapped its proprietary job taxonomy to leading labor boards as listed below:

S No.	Country Name	Taxonomy Name
1	United States of America	Occupational Information Network (O*NET)
2	United States of America	Standard Occupational Classification (SOC)
3	Canada	National Occupational Classification (NOC)
4	International	International Standard Classification of Occupations (ISCO)
5	India	National Classification of Occupations (NCO)
6	Australian and New Zealand	Australian and New Zealand Standard Classification of Occupations (ANZSCO)
7	United Kingdom	Standard Occupational Classification (SOC)
8	Singapore	Singapore Standard Occupational Classification (SSOC)
9	Romania	Classification of Occupations in Romania (COR)
10	Poland	Polish Classification of Occupations and Specializations
11	Philippines	Philippine Standard Occupational Classification (PSOC)
12	Mexico	Mexican Classification of Occupations (CMO)
13	Germany	German Classification of Occupations (KldB)
14	Colombia	Unique Classification of Occupations for Colombia (CUOC)
15	Brazil	Brazilian Classification of Occupations (CBO)
16	Argentina	National Classification of Occupations (CNO)

Peer Intelligence module tracks data from over 1.5 M accounts to analyze competitors' talent strategies

Draup's Universe Dashboard provides an in-depth analysis of various peer attributes, including financial performance, detailed tech stack insights to identify trending technologies, global presence, location analysis and automated signals. It enables comparisons of hiring practices, preferred skillsets, and expansion plans through competitor hiring analysis, and examines company outsourcing strategies, along with real-time news published for strategy making.

Locations: Explore Global Operations Across Business Functions and Key workloads (Fig.1)

Hiring: Insights on competitor's hiring strategies and skillset preferences (Fig.2)

Company Priorities: Understand Peer focus areas & strategic priorities (Fig.3)

Tech Stack: Discover insights around the trending technologies used by the peers (Fig.4)

Contingent Workforce: Insights on Outsourcing Engagements and Contingent Workloads (Fig.5)

Signals: Explore real-time news published from the peers (Fig.6)

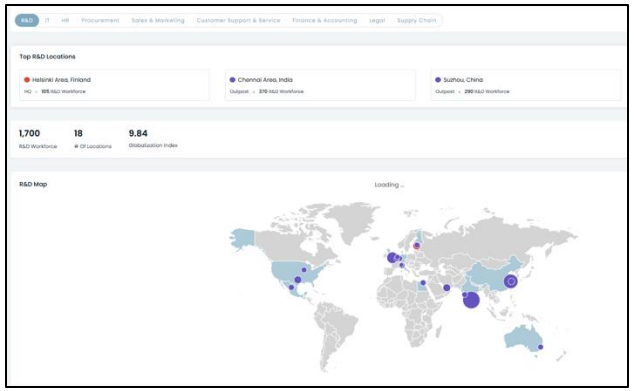


Fig. 1 Location Section

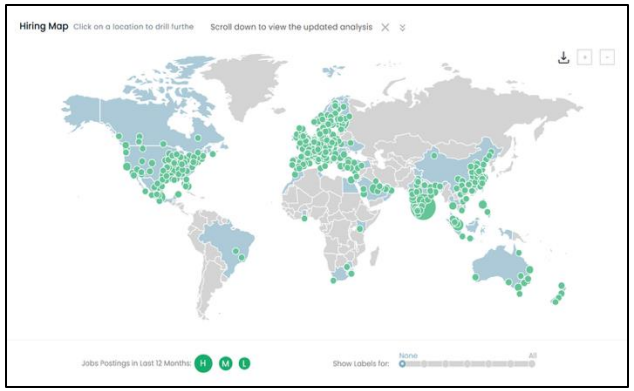


Fig. 2 Hiring Section

Fig. 3 Company Priority Section

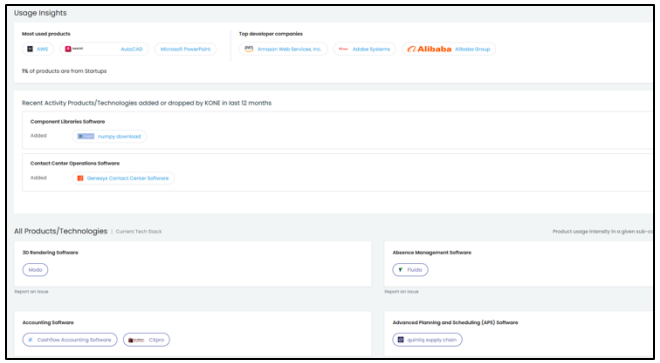


Fig. 4 Tech Stack Section

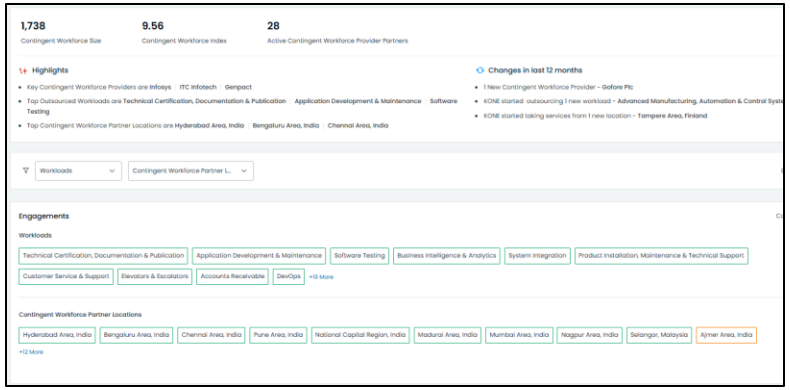


Fig. 5 Contingent Workforce Section

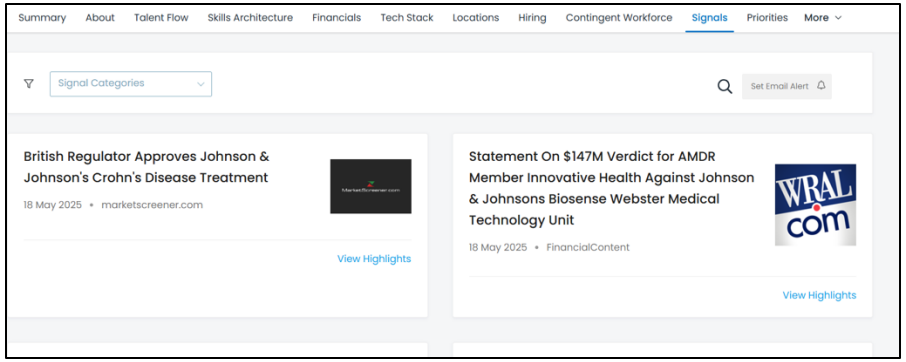
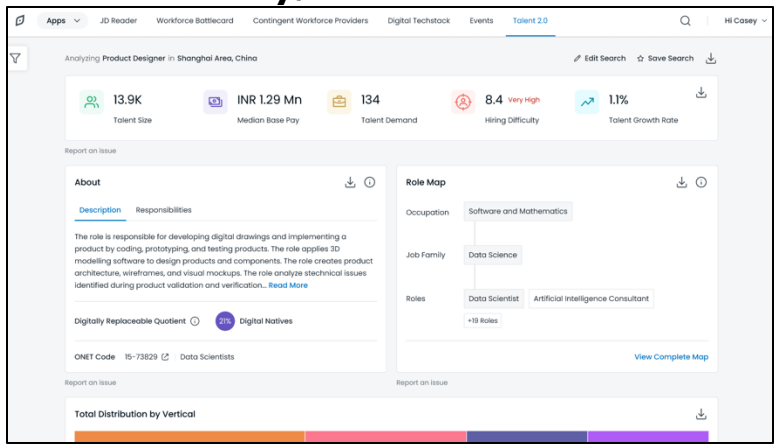


Fig. 6 Signals

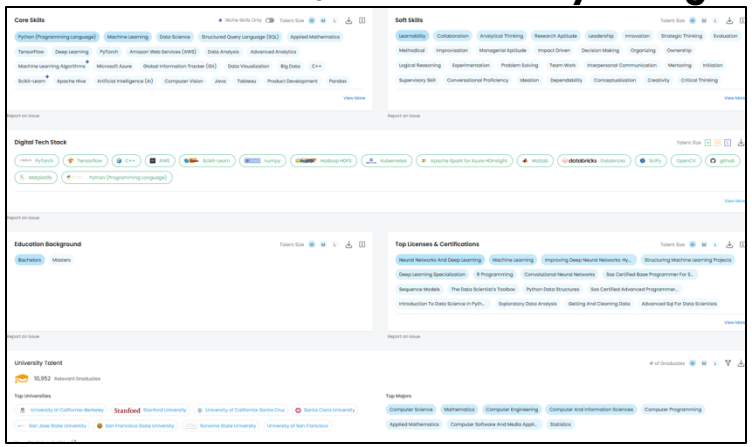
Draup's Workforce Planning Module provides deep Supply & Demand metrics for Workforce Planning & Talent Management teams

Draup's Talent Intelligence Dashboard delivers talent pool intelligence through widgets such as Supply, Demand, Hiring Difficulty Index, Top Employers, Skills, Base Pay, Tech Stack, University Talent, Competitors, and Diversity, based on role level and location selection.

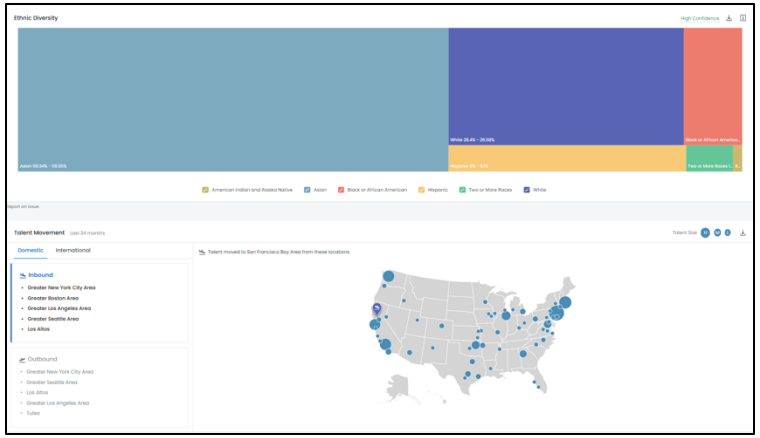
Talent Supply, Demand, Hiring Difficulty, and Growth Rate



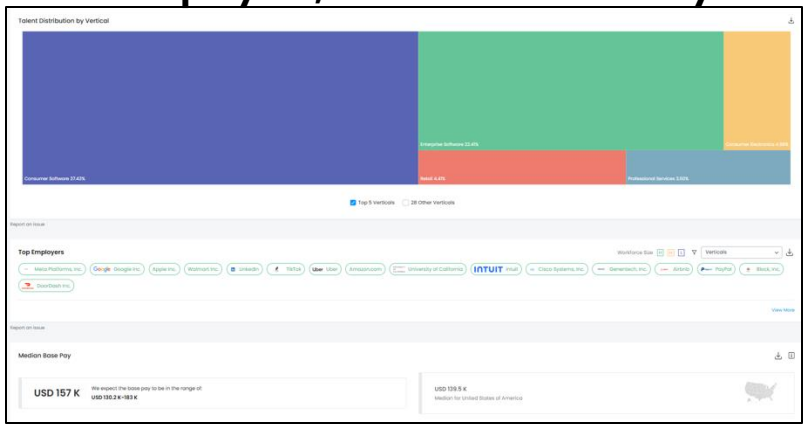
Top Skills, Tech Stack, Licenses & Certifications, and University Hiring



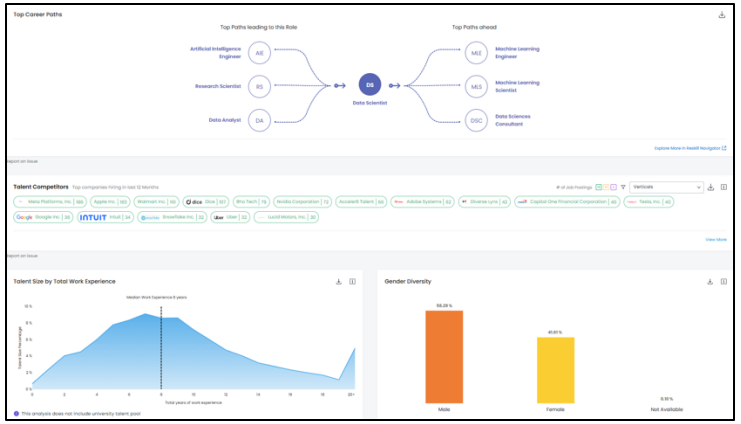
Ethnic Diversity and Talent Movement



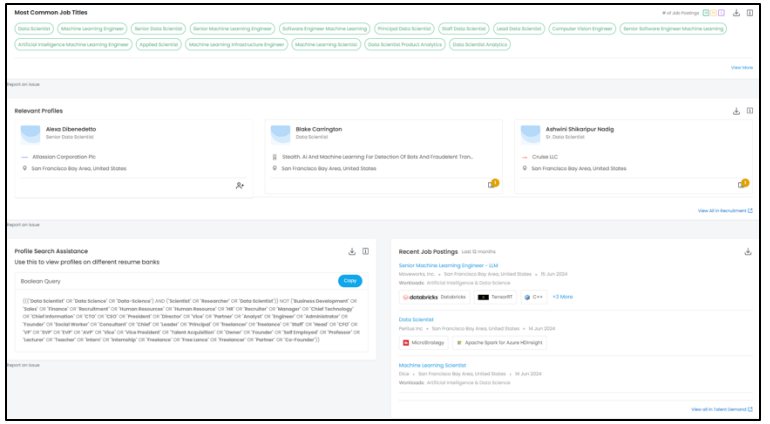
Talent Distribution by Vertical, Top Employers, and Median Base Pay



Top Career Paths, Competitors, Work Experience Distribution, and Gender Diversity



Common Job Titles, Profiles, and Job Postings



Draup's Workforce Planning Module leverages 500 M+ data points to enable Cost Insights on Roles & Locations

Draup's Cost Modelling feature helps users understand the cost of hiring talent in a specific location with specific capabilities. This can also be with respect to the skills which the user is looking for. This feature aids the HR professionals to estimate the cost of hiring the talent pool from the selected location.

Talent Intelligence: Discover Median Base Pay at Job Role level

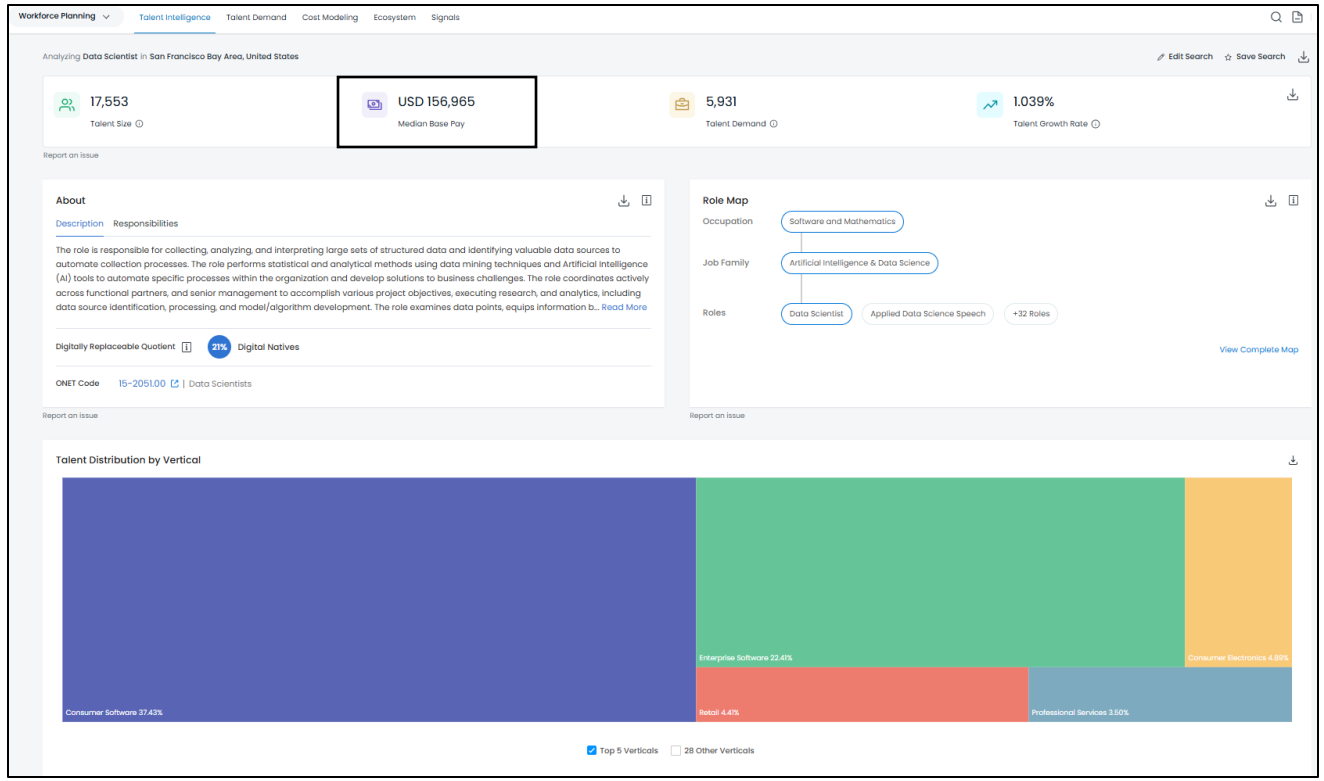


Fig. 3 Seniority Level Diversity

Cost Modelling: Optimize Hiring Strategies and Budget Plans with Cost Modelling

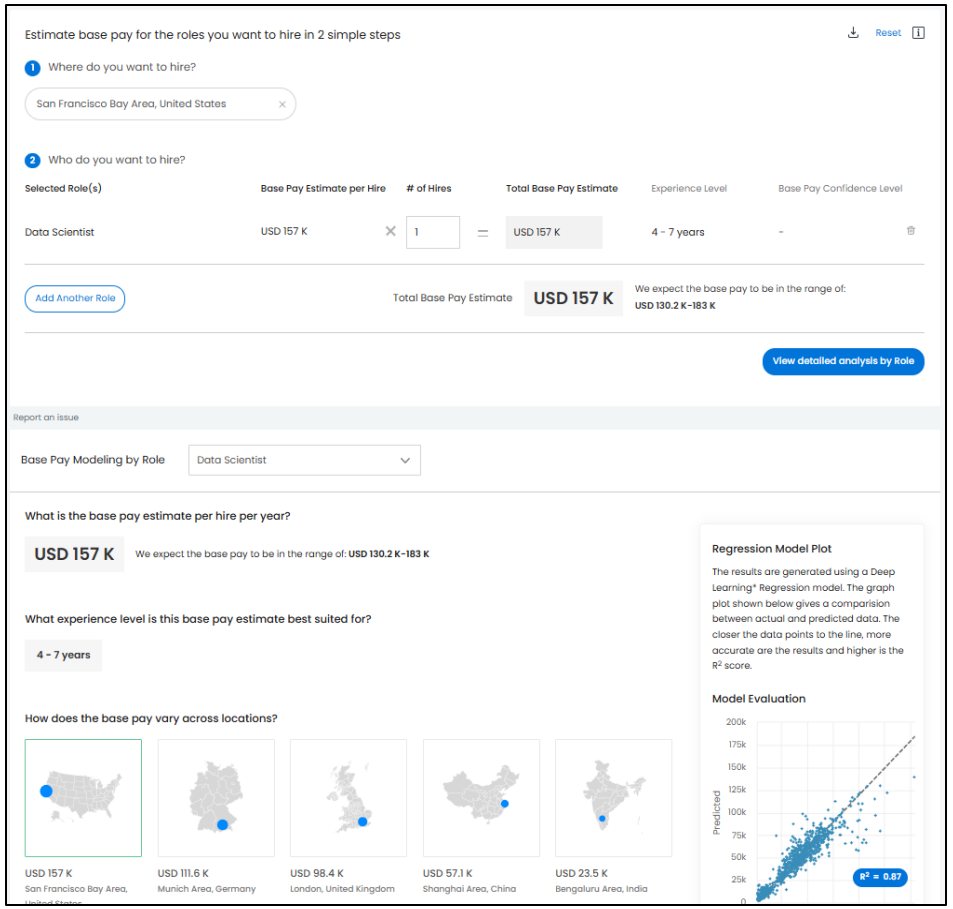


Fig. 2 Ethnic Diversity

Draup empowers organizations to build a workforce centered on Diversity & Inclusion, emphasizing gender diversity, ethnic diversity, and seniority level diversity

Draup's Talent Dashboard offers insights into diversity metrics based on selected roles and locations. It includes live tracking of diverse talent categories such as veterans, gender, and ethnic and racial minorities to assist in hiring from a qualified diverse talent pool.

- **Gender Diversity:** A widget graphically displays the gender ratio of the talent pool within the selected location. (Fig.1)
- **Ethnic Diversity:** This feature classifies the ethnic background of the talent pool and provides corresponding percentages. (Fig.2)
- **Seniority Level Diversity:** The platform visually represents the seniority range and median experience of the talent pool, helping users analyze expertise and determine whether a role is niche or traditional. (Fig.3)

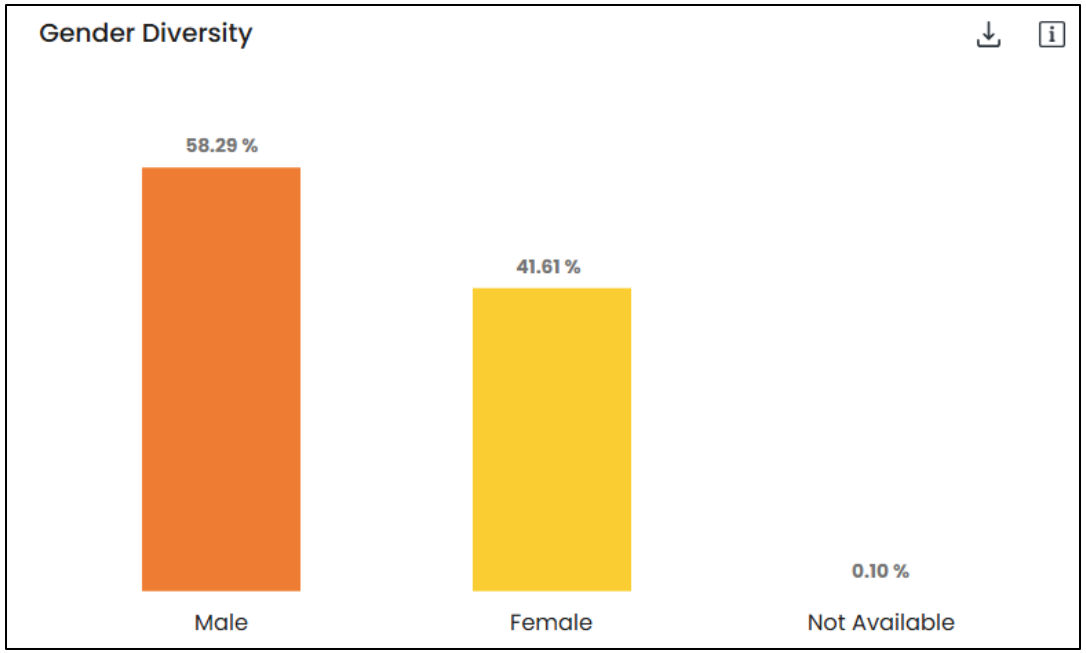


Fig. 1 Gender Diversity

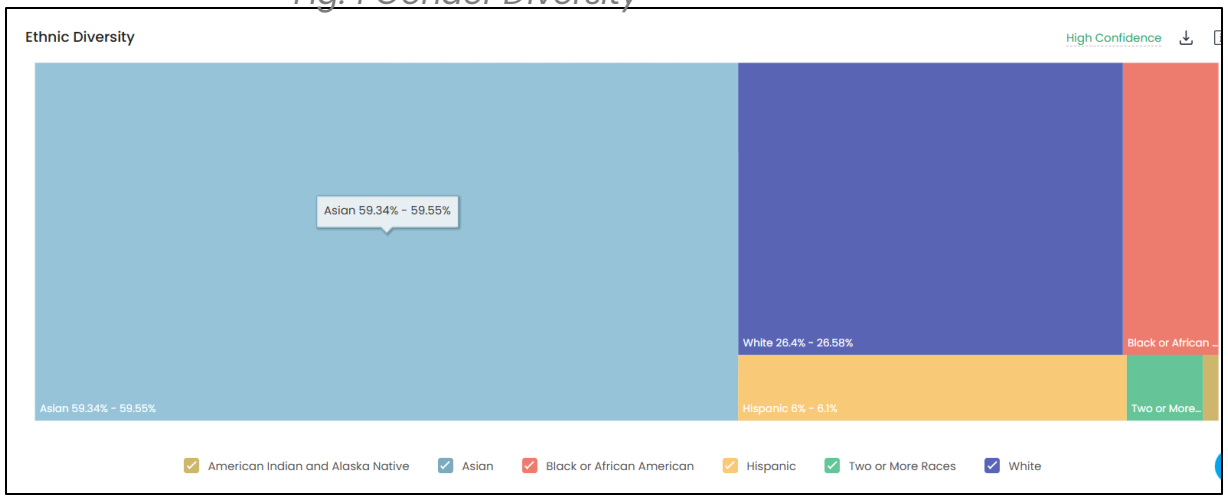


Fig. 2 Ethnic Diversity

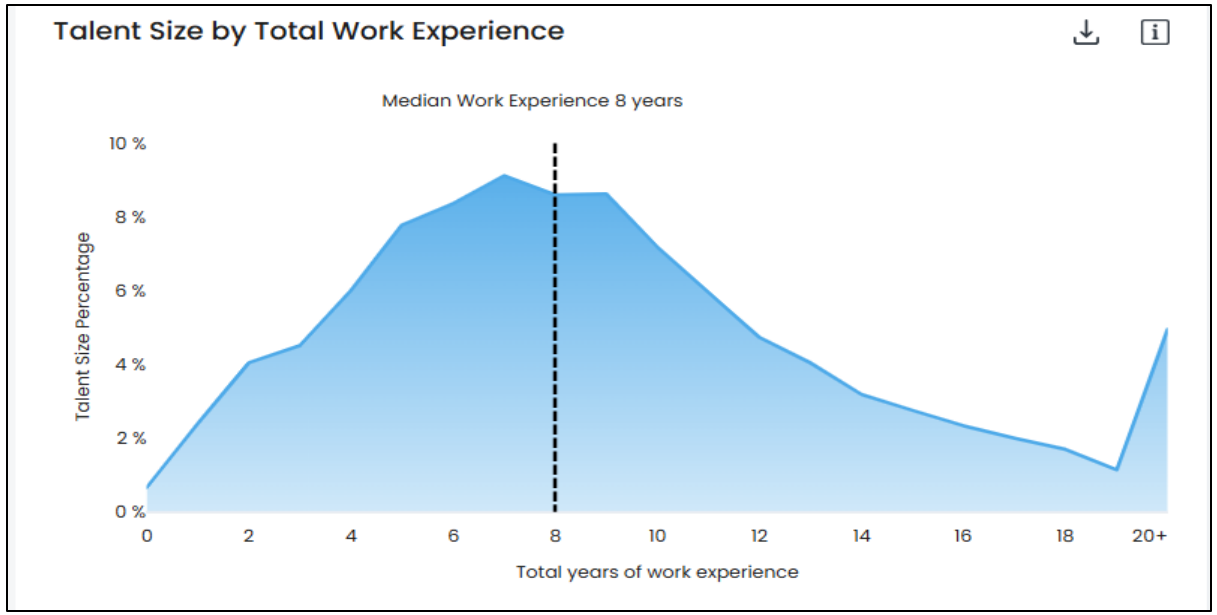


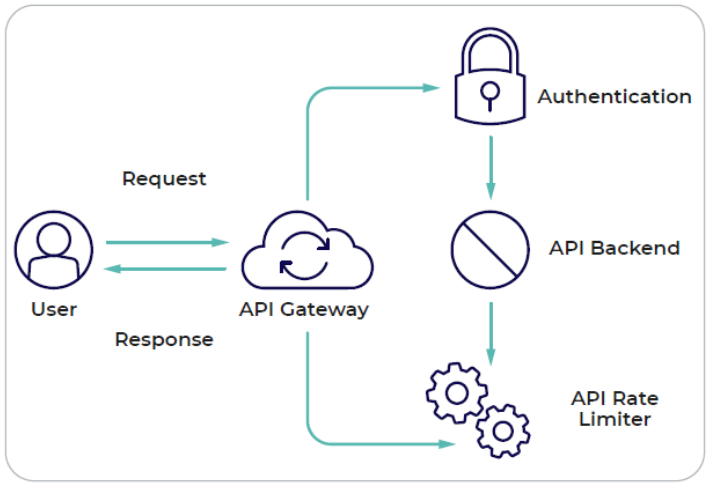
Fig. 3 Seniority Level Diversity

Empowering Semiconductor Workforce Decisions

Focus Domain	Draup's Role in Semiconductor Workforce Transformation
Role-Task-Skill Architecture	Deconstructs semiconductor roles (e.g., Design Engineer, Fab Process Engineer, Packaging Engineer) into specific tasks and links them to core, digital, and soft skills using proprietary taxonomies.
Global Talent Intelligence	Tracks talent availability, hiring difficulty, and supply-demand gaps across key hubs such as Taiwan, South Korea, Japan, the U.S. (e.g., Arizona, Texas), India, and Europe.
Workload Transformation Mapping	Identifies automation potential and AI augmentation across semiconductor job families, especially in design simulation, EDA workflows, and yield optimization.
University & Academia Mapping	Analyzes key academic programs and partnerships (e.g., with IITs, NUS, ASU, Stanford) that feed talent pipelines into semiconductor R&D and manufacturing.
Competitor Benchmarking	Benchmarks hiring strategies, skill transformation initiatives, and talent migration patterns of top semiconductor players (e.g., TSMC, Intel, AMD, Nvidia, Qualcomm).
Fab Talent vs. Design Talent Segmentation	Separates manufacturing (fab) roles from fabless/design-centric roles to provide role-specific strategies and site selection inputs.
Emerging Roles & Skills Detection	Identifies and models next-gen roles such as Quantum Semiconductor Engineer, Chiplet Integration Specialist, and Advanced Packaging Engineer.
M&A and Location Analysis	Provides insight on labor impacts of M&A (e.g., Broadcom-VMware) and location selection for new fabs or R&D centers based on skill hotspots.
Diversity & DEI Monitoring	Tracks gender and ethnic diversity across semiconductor roles and regions using inferred and EEOC-based data models.
AI Augmentation Opportunity Modeling	Analyzes how AI tools (e.g., Synopsys DSO.ai, Cadence Cerebrus) are reshaping engineering workflows and productivity baselines.

Flexible Intelligence Delivery: Platform Access, APIs, and Custom Data Feeds

1 API Integration

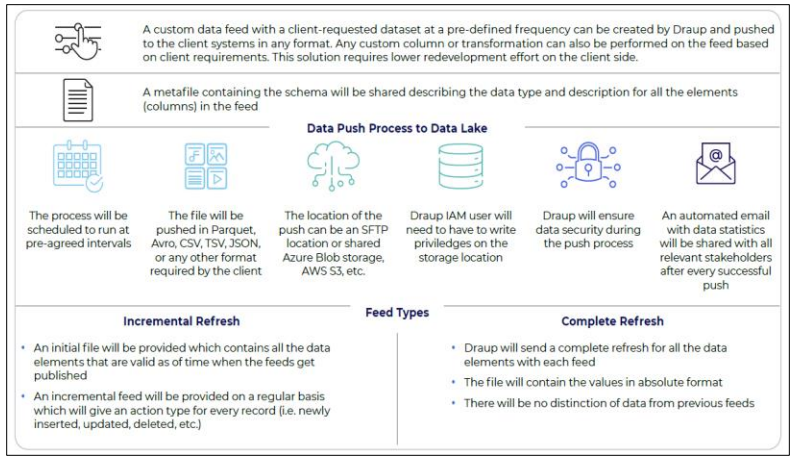


Ideal for customers who need real-time access to Draup's insights to power their existing workflows & systems.

With API integration, customers can pull data on demand, minimizing the need for storing large datasets. Here are the benefits of API Integration

- Real-time access to critical data
- Access to all curated insights enabled on Draup platform
- Enhanced security and data Integrity
- Efficient API performance with flexible limits
- Limited development effort for feeding existing workflows

2 Custom Data Feed



Direct data feed integration Enterprise data lake for more robust use-cases

Custom data feeds allow for batch processing and are typically used when specific timing and formats are required for operations. Here are the benefits of Custom data feed Integration

- High customizability of data feeds tailored to needs of end workflows
- Scalability of use cases with the data
- Ability to integrate with internal data assets and build co-pilots/agents on top
- Involves overhead for customer to build custom models

3 Draup AI SaaS Platform

- Usecase driven real-time Insights & Workflows enabled for sellers through Draup UI
- 200+ customer driven product roadmap & workflows
- Leverage platform capabilities, visualizations & workflows to drive seller action without additional overheads
- Ability to integrate UI & functionality into customer CRM applications.
- Draup will be ready with Microsoft & other CRM integration in the next few months

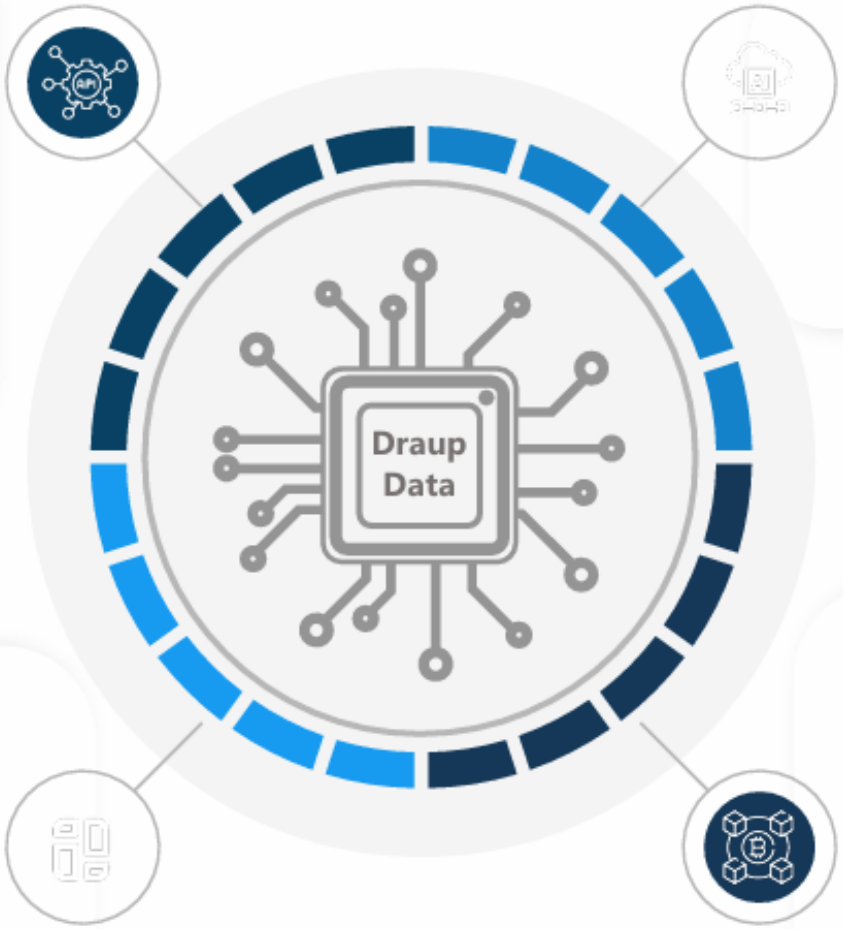
4 ATS Integration

Connect Draup with your Greenhouse ATS, empowering you to effortlessly move candidate information from Draup and transform it into detailed candidate profiles within Greenhouse. These profiles encompass insights such as professional and educational backgrounds.

From Data to Decisions: Integrating Draup into Your Talent Stack

Data Integration into internal systems/ATS

- Customers integrate Draup's rich talent and workforce intelligence data directly into their Human Resources Information System (HRIS) like Workday and SuccessFactors.
- This enables **real-time skill benchmarking, learning plan development, and recruitment intelligence.**



Powering Gen-AI based SWP Tools

Organizations develop GenAI-powered chat systems that deliver contextual, real-time responses to SWP queries using Draup's data, enabling HR leaders to query talent trends, workforce intelligence, and strategic insights through AI-powered interfaces—transforming how they shape workforce strategies

Development of Custom Dashboards

Organizations utilize Draup's data to enhance HR decision-making dashboards, that integrate seamlessly with existing systems like Workday or SharePoint-based talent portals. By providing **data feeds**, Draup ensures that SWP professionals have **insights** to drive informed decision-making and optimize strategies.

Integrating Draup's Market Intelligence with Internal Data

Organizations combine Draup's external data with internal talent insights to **benchmark industry trends, track emerging and declining skills, and optimize workforce planning.** This enables **real-time intelligence** on skills, roles, and talent supply-demand dynamics, while ensuring job profiles attract emerging talent.

Draup's 24/7 Support System enhances Talent Management Strategies

Draup provides comprehensive onboarding, tailored training programs, ongoing support, continuous learning opportunities, and advanced analytics support. Draup ensures that your HR team can effectively utilize and leverage the roles and skills taxonomy to enhance all aspects of talent management.

Customized Reporting and Analytics

Training in custom report generation and advanced analytics helps your HR team make informed decisions based on deep data insights.

Initial Onboarding and Setup

A comprehensive onboarding process introduces your HR team to our platform, coupled with a custom integration into your existing systems to ensure a seamless transition.

Feedback Loop

A feedback mechanism to collect user insights and suggestions, which helps in continuously improving the platform and training programs based on user experience.

Training Programs

We provide interactive, role-specific training sessions via webinars, workshops, and in-person meetings, focusing on skills mapping, data input, and generating insightful reports.

Continuous Learning and Updates

Regular updates through webinars and a rich resource library keep your team proficient with the latest features and best practices.

Ongoing Support

A dedicated account manager and 24/7 technical support are available to resolve any issues and assist with platform utilization

Draup intelligence impacts user workflows across the HR-lifecycle

Workforce Planning & Market Intelligence

Track Talent Metrics
Monitor trends in talent demand, size across roles and skills to forecast hiring needs.

Analyze Market Compensation
Evaluate median base pay to optimize compensation strategies.

Monitor DEI Trends
Measure your organization's DEI performance relative to industry standards.

Identify Strategic Hotspots
Pinpoint location hotspots to enhance low cost and high availability talent markets

Recruitment & Candidate Sourcing

Identify High-Potential Talent
Locate top candidates across industries by leveraging data on skills and experience.

Forecast Skills Availability
Anticipate skill gaps by analyzing workforce trends and regional talent supply.

Assess Hiring Competition
Understand competitors' hiring practices to tailor recruitment strategies effectively.

Competitive benchmarking Insights

Benchmark Workforce Metrics
Benchmark R&D workforce, hiring locations, contingent workforce against peers

Identify Tech Stack
Track tech stack trends to proactively identify and recruit for emerging roles

Monitor Business Intentions
Track peers' digital initiatives, new ventures, and partnerships

Executive Targeting
Hyper-target key decision-makers for impactful engagements

University & Early Talent Intelligence

Find Fresh Talent
Identify early-career talent based on degrees, majors, and geographic clusters.

Org-Academia Partnerships
Build partnerships with universities to enhance your early-career hiring strategies.

Track Location Hotspots
Locate universities with high potential for recruiting early talent.

Reskilling & Workforce Transformation

Optimize Build vs. Buy Decisions
Analyze the cost-benefit of developing internal talent vs. external hiring.

Close Skills Gaps
Implement targeted reskilling initiatives to address evolving business needs.

Reduce Talent Acquisition Costs
Lower recruitment expenses by investing in workforce development and transformation programs.

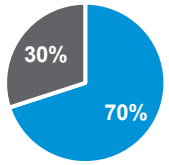
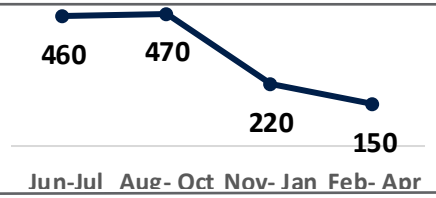
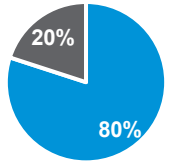
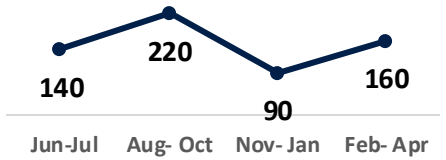
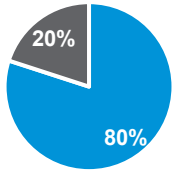
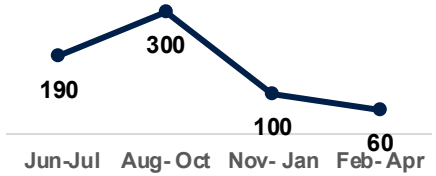
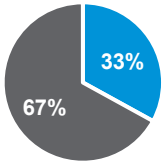
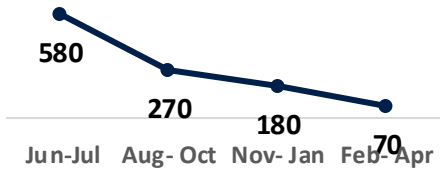
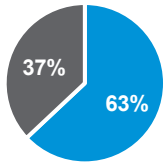
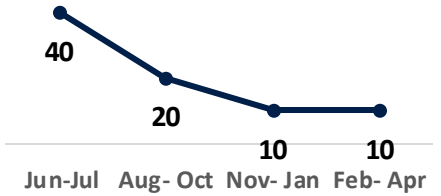
Peer Job Role Taxonomy

HARDWARE ENGINEERING						
JOB FAMILY	SOC & HARDWARE DESIGN ENGINEERING		FIRMWARE ENGINEERING		ELECTRONICS ENGINEERING AND CONTROL SYSTEMS	
JOB ROLES	SOC Architect	Physical Design Specialist	Head- Platform Firmware	Manager-Firmware Engineering	Power Supply Design Engineer – Hardware	Electrical Engineer – Automation & Controls Engineering
	Chip Design Engineer	Hardware Architect	Section Manager Firmware Engineering	Staff Firmware Engineer	PCB Design Engineer	Robotics Automation Electrical Engineer
	Hardware Development Engineer	Staff EMI/EMC Engineer	Silicon Firmware Engineer	Firmware- Security and GPU Systems	Electronics Hardware Design Engineer	Test Engineer - Electrical & Controls
	Physical Design Engineer	Digital ASIC Design Engineer	Security Firmware Engineer	Firmware Engineer	Electronics Reliability Engineer	Instrumentation, Controls and Electrical Engineer
	SOC Design Engineer	Analog IC Design Engineer	Open BMC Firmware Developer	BIOS Engineer	Electrical Engineer	PLC Engineer
	Digital Design & Verification Engineer	IC Quality & Reliability Engineer	SoC Embedded Firmware Developer	Senior Compiler Engineer	Electrical Design Engineer	Electrical Infrastructure Architect
	RF Design Engineer	RF Systems Engineer	ASIC Firmware Engineer	SMTS Firmware Engineer	Electrical Integration Engineer	
	FPGA Design Engineer	Silicon Design Engineer	Firmware System Design Engineer			
	SOC Virtual Modelling Engineer	Memory FW Design Engineer				

This is an Illustrative View

Note: The above job family clustering has been created by analyzing the job role attributes for the currently employed talent and clustering them based on their skill match, education, career stage, and other measures.
The list of roles is not exhaustive, and while deep diving into the analysis, we will be considering roles across all the Job Families across all the seniority and experience levels.

Intel, Apple, NVIDIA, Qualcomm, and Dell are the top employers for Hardware Engineering job families driving innovation, shaping industries, and setting industry standards

Key Employers & Headcount	Job Family Distribution	Talent Maturity (0-5, 6-10,10+) Years	Hiring Trend (May 2022- Mar 2023)[1]	Workloads for Top Roles In Demand
~6,000 – 6,500				• **Physical Design Engineer:** Develop and validate high-performance low, power clock network guidelines, run Physical design verification flow at chip/block level and provide guidelines to fix LVS/DRC violations to other designers
~4,500 – 5,000				• **SoC Design Engineer:** Verify logical design integrity using Assertion-Based Verification (ABV) methodology and Universal Verification Methodology (UVM), developed test and validation plan on properties to be tested and methodologies to test them
~ 2,300 – 2,800				• **ASIC Design Engineer:** The RTL design validation process includes checks, synthesis and static timing analysis, formal and functional verification, lint check, power domain crossing checks, power-aware simulation, checks, and close collaboration with global teams
~1,000 – 1,500				• **Physical Design Engineer**: Involve in establishing CAD and physical design methodologies, chip floor plan, power/clock distribution, chip assembly and P&R, timing closure, power and noise analysis and back-end verification across multiple projects
~400 – 500				• **Hardware Engineer:** FPGA programming for board-level power sequence control and system reset. Server and storage system printed circuit board development, which includes schematic design, layout review, prototype board test and verification

Experience Split: Entry (0-5yrs) Middle (6-10yrs) Senior (10+yrs)

Note: 1. The hiring trends show the numbers of new hires for the past 11 months (June 2022- April 23)

2. As data availability and confidence in the raw numbers were limited, we have refrained from providing the hiring trends for the mentioned companies, either partially or entirely

This is an Illustrative View

Implementation/Roll-Out Plan (1/2)

Implementation

1

Phase 1: Initiation
[1 Week]

Activities:

- Demonstration of Draup capabilities to ASM stakeholders
- Understand the gap areas and required further enhancements
- Define the project scope, objectives, and requirements
- Identify stakeholders and establish a communication plan
- Develop a project charter and obtain approval
- Assemble the project team and assign roles and responsibilities

Deliverables:

- Project Charter
- Stakeholder Analysis
- Communication Plan
- Team Structure And Roles
- Access to Draup Platform for Self Serve Capability

Team:

- Draup Project Manager
- Stakeholder Representatives
- Draup Product Lead
- Draup Technical Lead

2

Phase 2: Planning
[1 Week]

Activities:

- Define project timelines, resource allocation
- Develop a detailed project plan, including a work breakdown structure (WBS) and schedule
- Identify potential risks and develop a risk management plan
- Develop a quality management plan
- Obtain approval of the project plan

Deliverables:

- Project Plan
- Risk Management Plan
- Quality Management Plan

Team:

- Draup Project Manager
- Stakeholder Representatives
- Draup Product Lead
- Draup Technical Lead

3

Phase 3: Execution
[Depending on Project Plan – 2 weeks to 8 weeks]

Activities:

- Develop the required data sharing infrastructure according to the project plan and requirements
- Conduct regular status meetings and provide progress reports to stakeholders
- Monitor project progress and adjust as necessary
- Conduct testing and quality assurance activities

Deliverables:

- Working Data sharing infrastructure & workflow
- Project Progress Reports

Team:

- Draup Project Manager
- Stakeholder Representatives
- Draup Product Lead
- Draup Technical Lead

Implementation/Roll-Out Plan (2/2)

Roll-Out Plan

4 — 5 — 6

Phase 4: User Acceptance Testing
[2 Weeks]

Activities:

- Develop a UAT plan
- Conduct UAT with stakeholders
- Address and fix any issues identified during UAT
- Obtain sign-off from stakeholders

Deliverables:

- UAT Plan and Results
- UAT Sign-off

Team:

- Draup Project Manager
- Stakeholder Representatives
- User Representatives
- Draup Product Lead
- Draup Technical Lead

Phase 5: Roll-Out
[1 Week]

Activities:

- Plan and rollout of the Draup data to all users
- Conduct any necessary training for end-users
- Conduct post-implementation review and obtain feedback from stakeholders

Deliverables:

- Draup data Roll-Out
- User Training Materials
- Post-implementation Review Report

Team:

- Draup Project Manager
- Stakeholder Representatives
- User Representatives
- Draup Product Lead
- Draup Technical Lead

Phase 6: Ongoing Weekly/Bi-weekly Touch Point

Activities:

- Conduct a review of the Draup data usage and feedback

Team:

- Draup Project Manager
- Stakeholder Representatives

Subscription Pricing Options

	1 Draup for Talent Starter Subscription	2 Draup for Talent Standard Subscription	3 Draup for Talent Professional Subscription
Benefits	• 5 User Licenses • Unlimited Data Access • Unlimited in-platform Analysis • 3 Custom Reports credits	• 8 User Licenses • Unlimited Data Access • Unlimited in-platform Analysis • 5 Custom Reports credits	• 20 User Licenses • Unlimited Data Access • Unlimited in-platform Analysis • 12 Custom Reports credits
Annual Investment	**$50,000**	**$75,000**	**$120,000**

Please note:

- Customer can purchase additional licenses at a cost of $4,000 per license per year
- Customer can purchase additional reports at a cost of $5,000 per report
- ***API/Data Pricing to be determined separately based on volume, frequency and required IT involvement.***

HOUSTON I BANGALORE

www.draup.com I info@draup.com