**Instructions and definitions**

* Submit DW’s early. Submitting at end of quarter exposes you to avoidable risks in the approval process
* Attach all relevant evidence documents to the Opportunity record in SFDC, but summarize the key evidence in this Design Win Evidence Summary Template
* Save this document as “Design Win Evidence for (opportunity name)” and attach to your Opportunity record in SFDC

Only opportunities that comply with below definition and limitations can be registered and submitted:

* NXP Design-In solution acknowledged by the customer and incorporated in their sales model. Mandatory evidence received from customer and incorporated in the Design-In submission.
* The following does not qualify as design win:
  + Sales plan
  + Business performance review
  + Account strategy review
  + Non-recurring engineering (NRE)
  + Annual contract negotiations
* Volume in Time – Design claim values are derived from the accumulated lifetime value
  + S&C products are limited to 12 quarters starting on the production date, with the exception of child accounts that have Automotive CBG, which also have values derived from the accumulated lifetime value
  + Lifetime & yearly pieces of the design win must be supported by evidence
  + Quarter and Year of a design win is based on the NXP fiscal calendar
* The ASP is defined as the weighted average over the lifetime of the design win. It must be supported with evidence. To improve the approval cycle time, please show your work.
* “Count Product Revenue” Flag – If a DW product has the “Count Product Revenue” unchecked, the value on the product will NOT be counted for **reporting purposes**. Please use this flag to avoid double counting of revenue. The most common example is in Automotive when reporting both the Tier 1 and OEM wins, one should be Count Revenue Yes, and one No.

Reference designs:

* Definition: A Reference design refers to a technical blueprint of a system that is intended for OEMs to design in and manufacturer. It contains the essential elements of the system. However third parties may enhance or modify the design as required. The main purpose of reference design is to support companies in development of next generation products using latest technologies. The reference product is proof of the platform concept and is usually targeted for specific applications.
* All reference design must be marked as such in SFDC via a dedicated “Ref DW flag” field. Reference designs should be marked Count Product Revenue “No” or unchecked. If a user forgets to flag a reference DW as such it will be rejected based on evidence documentation provided

Does this opportunity concern a reference design?



Please address on the following pages these items as appropriate for your DW;

1. Support for the ASP (attach at least one)
   1. Copy of the quote
   2. Confirmation from BL marketing on the ASP
   3. Verification of pricing from customer
2. Volume in Time (enter the supported lifetime value in pieces and years)
   1. Confirmation from BL marketing on the volume estimates
   2. Customer verification of volume estimates
   3. In the event a customer is unwilling or unable to supply a forecast (ex: reference designs)
      1. Provide market analysis of the business with assumptions
3. Confirmation of the actual award (=tangible confirmation) for example;
   1. PO of initial production
   2. Contract Award
4. Block Diagram showing NXP parts (=if applicable)
5. Support for the ASP (ASP is defined as the weighted average over the lifetime of the design win, please show your work)
   1. Copy of the quote
   2. Confirmation from BL marketing on the ASP
   3. Verification of pricing from customer
6. Volume in Time (lifetime value in pieces and years, claim value will be limited to 3 years for S&C products)
   1. Confirmation from BL marketing on the volume estimates
   2. Customer verification of volume estimates
   3. In the event a customer is unwilling or unable to supply a forecast (ex: reference designs)
      1. Provide market analysis of the business with assumptions
7. Confirmation of the actual award
   1. PO of initial production
   2. Contract Award
8. Block Diagram showing NXP parts (see below press release)

APPENDIX

Change Log

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| --- | --- | --- | --- |
| Date | Change Details | | Updated By |
| Nov,8, 2016 | | Updated instructions on DW value calculation, volume in time and ASP explanations | Beth Grula, Jasmine Chen |
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