Keremi

Don't waste time, know your competition

June 2012

Services

Can't keep up with changes in your competition's products?
And prices?
How many hours and nights to prepare for your portfolio review?

Keremi LLC confidential and proprietary

Did you know?

- ST decreased their price by **22%** on 365 Cortex-M products early May?

- NXP announced new low-end families with the LPC**11**A early April

Keremi Product Dashboard:
Your Product Information Hub

- Product pricing and feature set monitoring and analysis

- Effortless integration of your product parametrics with Keremi competitive intelligence

- Efficient visualization tool to extract actionable intelligence

Components Overview

Customer

Keremi

www

Channels

Customer
client PC/Mac

Adapters+
Dashboard

Corporate Firewall

Customer

Keremi

Data

Software

Keremi dashboard

- Single point of access to all your CI data

- Secured confidential data

- Roadmap & Tabular views for detailed analysis

- Roadmaps exported to PowerPoint in seconds

Data channels

- Smallest unit of CI data

  - one company
  - one product family

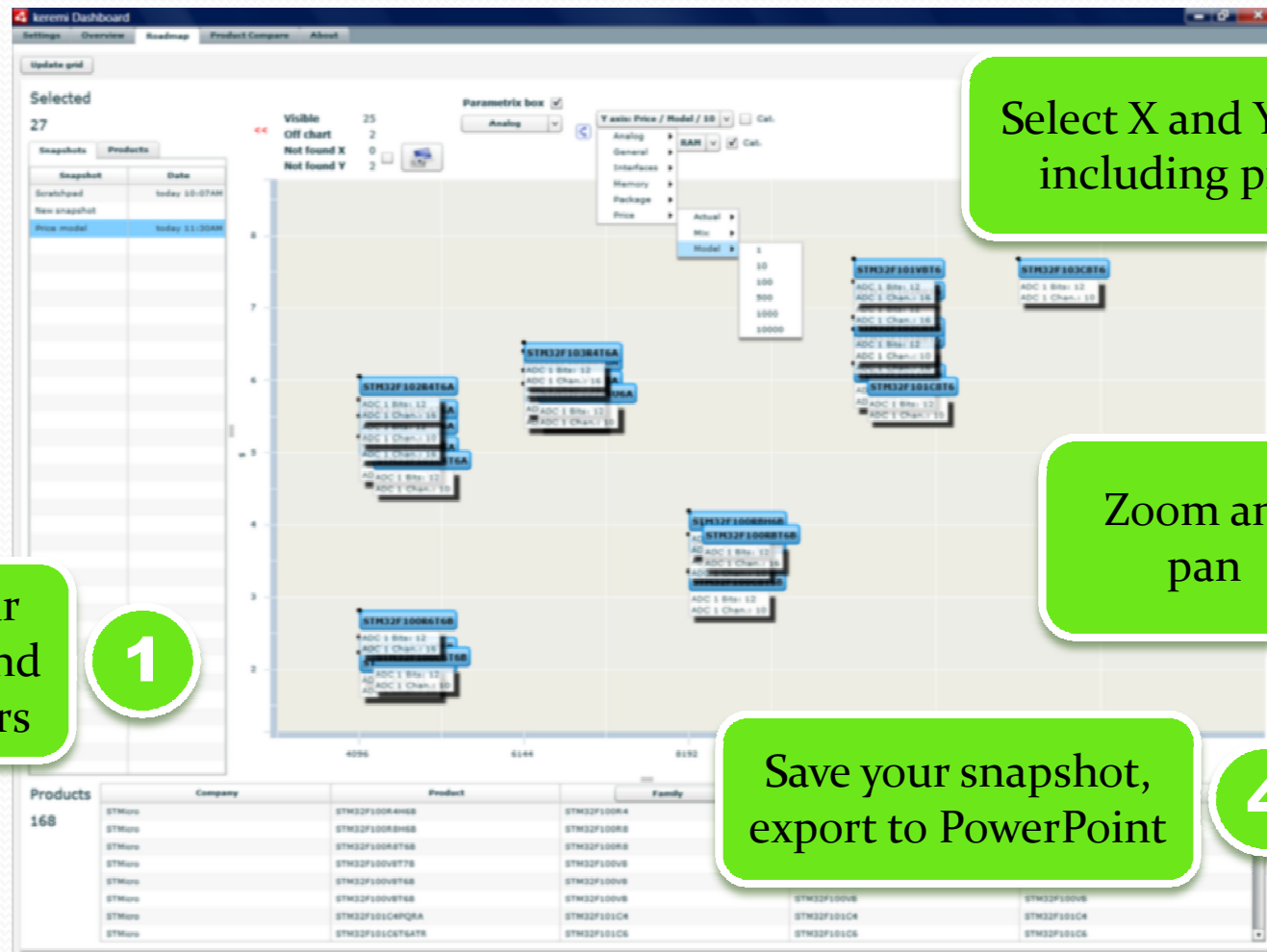- Processed public data from multiple sources

- Monthly updates included

Channels availability

Competitor	Family	Parts	Availability
Atmel	SAM3/4	<100	Now
Freescale	Kinetis	100+	Now
NXP	LPC Cortex	140+	Now
Renesas	RX600/200	200+	Now
STMicro	STM32F/L	400+	Now
TI	Stellaris	<100	Now
Other	Other		~ 2 weeks

Customer data adapters

- Allow import of customer data in the dashboard

- Handle multiple formats e.g. XLS sheet, database, web-based system

- Benefits

  - Use internal formats, no manual work required

  - No more data duplication and inconsistency

  - Data resides on secured customer network

Keremi dynamic roadmap

Select X and Y axis, including price **2**

Zoom and pan **3**

Select your products and competitors **1**

Save your snapshot, export to PowerPoint **4**

Keremi differential analysis

Who is your close competition?

- Mode than 31,000 unique MCU part numbers

- Constant change, from launch to obsolescence

- Dozens of parametrics to compare

Keremi batch X-Referencing

- Input
  - XLS sheet with list of parts to cross-reference
    - No need to reformat the input
    - No need to rename the parametrics
  - Or data from our database

- Output
  - XLS sheet with, for each input part
    - Top 10 competitive parts based on a list of parametrics

Parametrics list (as of 3/12)

Analog>ADC 1 Bits
Analog>ADC 1 Chan.
Analog>ADC 2 Bits
Analog>ADC 2 Chan.
Analog>ADC 3 Bits
Analog>ADC 3 Chan.
Analog>ADC 4 Bits
Analog>ADC 4 Chan.
Analog>ADC Count
Analog>ADC Max Chan.
Analog>Comparator
Analog>DAC 1 #
Analog>DAC 1 Bits
Analog>DAC 1 Chan.
Analog>DAC 2 Bits
Analog>DAC 2 Chan.
Analog>DAC Count
Analog>DAC Max Chan.

General>Architecture
General>Bus Arch
General>Frequency
General>Status
General>Temp. Max
General>Temp. Min
General>Vcc max
General>Vcc min
Interfaces>Ext. bus
Interfaces>I/O
Interfaces>I2C
Interfaces>I2S
Interfaces>SDIO
Interfaces>SPI
Interfaces>UART
Interfaces>USART
Interfaces>CAN

Interfaces>Ethernet>Ports
Interfaces>Ethernet>Speed
Interfaces>Ethernet>Type
Interfaces>Timers>16-bit
Interfaces>Timers>32-bit
Interfaces>USB>Phy
Interfaces>USB>Ports
Interfaces>USB>Speed
Interfaces>USB>Type
Interfaces>USB2>Phy
Interfaces>USB2>Speed
Interfaces>USB2>Type
Memory>EEPROM
Memory>Flash
Memory>RAM
Package>Pins
Package>Type

Keremi batch X-Referencing

- Details

  - Compare parts from selected channels (see next page)

  - Updated monthly

  - Part Pricing option available

    - Competitor web site, DK and MO pricing

Keremi batch X-Referencing

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- For more information, please visit us at
  - http://www.keremi.com

- Or contact us at +1 512 971 6228