

Keremi



@KeremiMCU

MCU Insight

June 2014

What happened to ST in April?

- 120 price changes
- F100/101/103 and F105 were up 9 to 25%
- Ten F200 and F400 parts were up 50%

MCU market madness

- Thousands of microcontrollers
- 10 and 100s more every months
- Spectacular price changes e.g. +50% in one month

How can your organization cope with it?

MCU Insight

3 pains before the gain

1. Collection and normalization
2. Updates and maintenance
3. Internal data integration

How much time can you afford to waste?

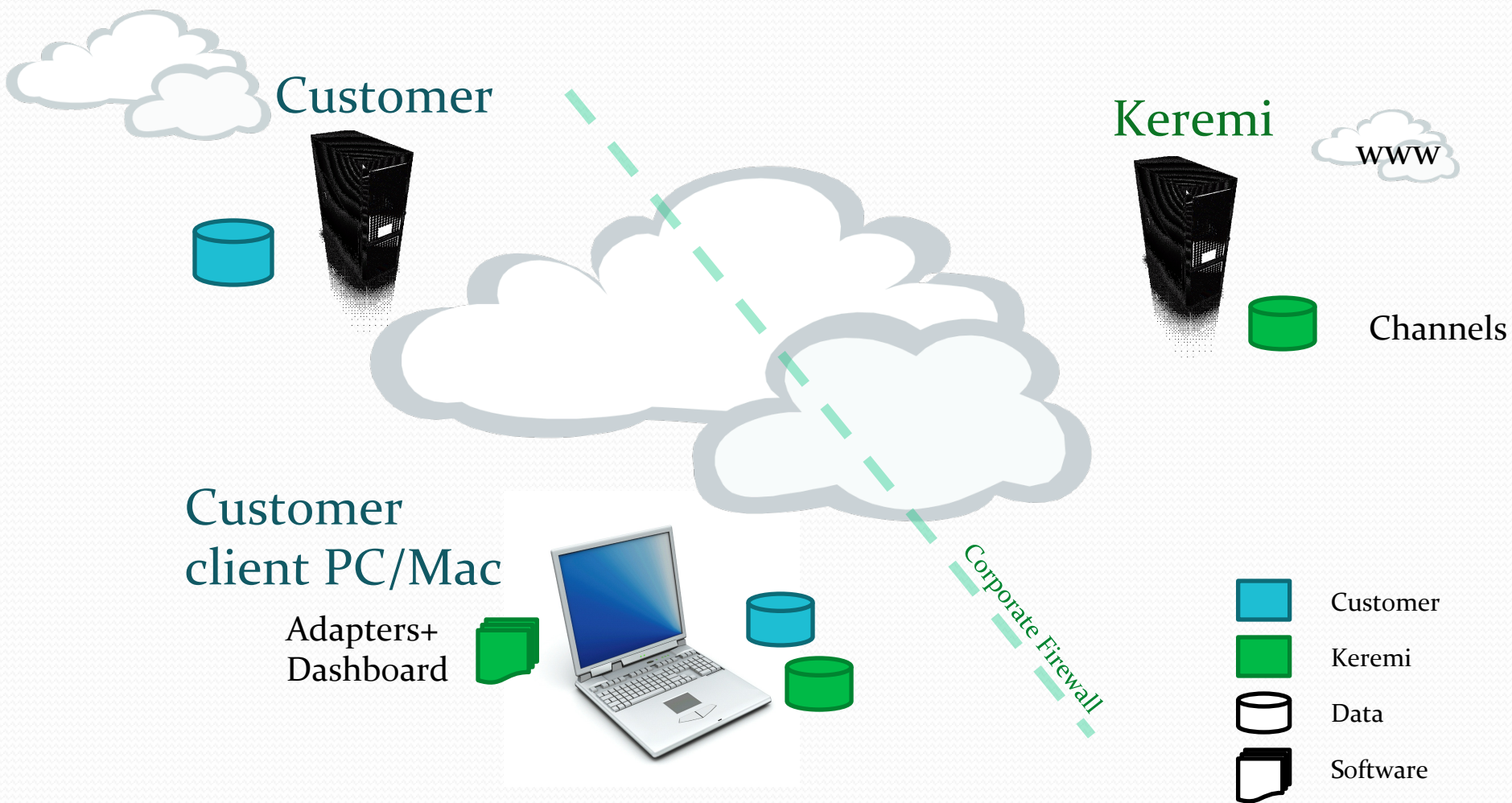
Be in the know with Keremi products and services

- ✓ Keremi dashboard *roadmap analysis*
- ✓ Keremi X filter *more than a MCU selector*
- ✓ Keremi newsletter *latest MCU moves*
- ✓ Keremi X referencer *find the closest match*
- ✓ Keremi custom works *your special project*

Keremi Product Dashboard: Your Product Information Hub

- Product pricing and feature set monitoring and analysis
- Effortless integration of your product parametrics with Keremi MCU insight
- Efficient visualization tool to extract actionable intelligence

Components Overview



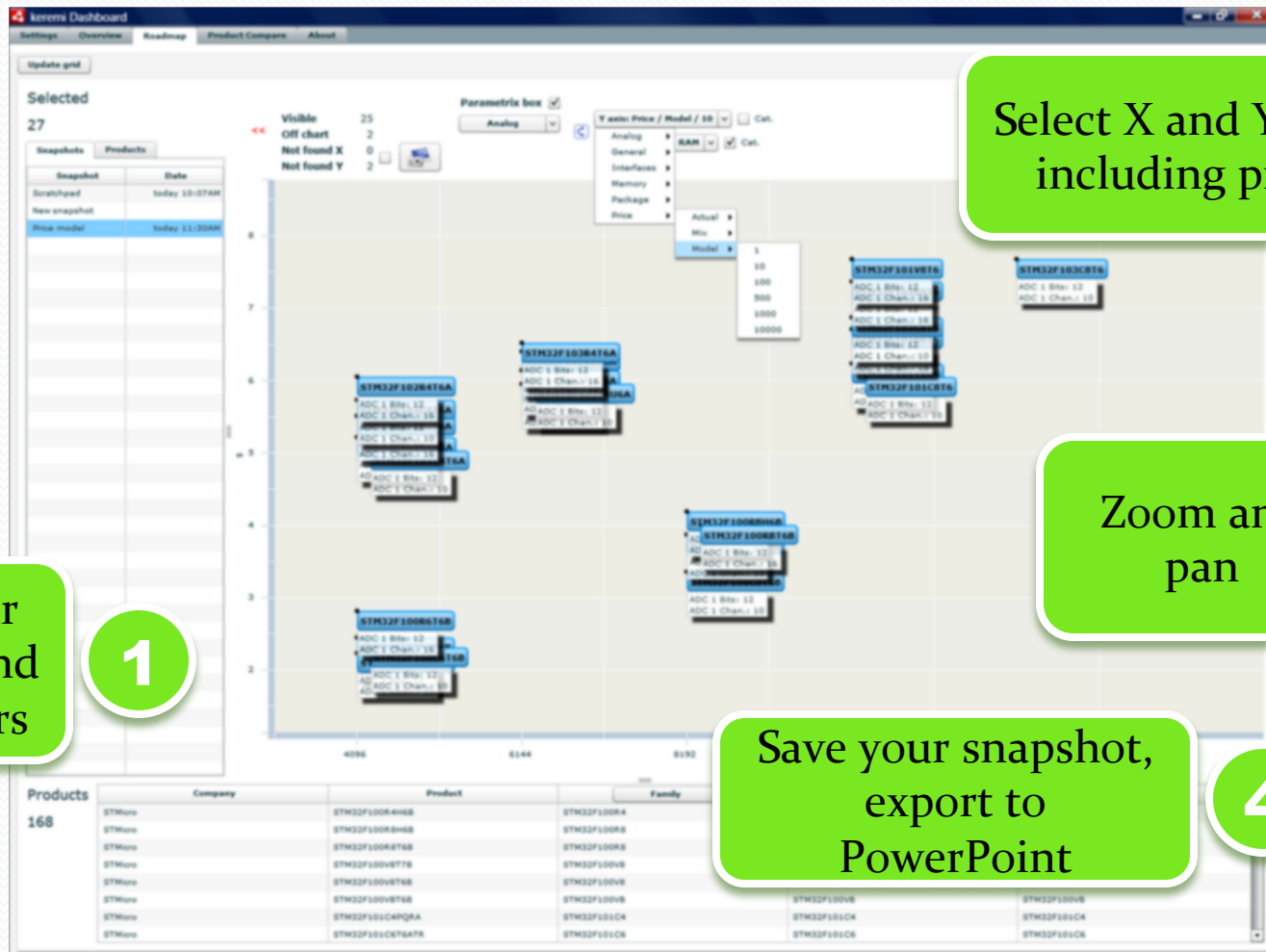
Keremi dashboard

- Single point of access to all your MCU data
- Difference detection between snapshots
- Roadmap & Tabular views for detailed analysis
- Roadmaps exported to PowerPoint in seconds

Customer data adapters

- Allow import of customer data in the dashboard
 - Internal roadmap
 - Competitive quotes
- 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

Save your snapshot, export to PowerPoint

4

1

Select your products and competitors

Keremi differential analysis

The screenshot displays the Keremi Dashboard's 'Product Compare' feature. It compares four products: STM32F101CBT6 (selected as reference), STM32F100R6T6, LPC1769FBD104, and LPC1768FE. The table lists various parameters such as memory, pins, package, and pricing. Green cells indicate values better than the reference, while red cells indicate worse values. Annotations highlight key features: 'Select reference' points to the reference product dropdown; 'Absolute values' points to the reference column; 'Select products from roadmap' points to the other product dropdowns; 'Differential values' points to the difference columns; and 'Better /worse color coding' points to the green and red background colors.

Parameters	1st STM32F101CBT6	2nd STM32F100R6T6	3rd LPC1769FBD104	4th LPC1768FE
EEPROM (kB)	0	identical	not found	not found
Flash (kB)	128	-96	+384	+384
RAM (Bytes)	16384	-12288	+49152	+49152
Package	48	+16	+52	+52
Pins	LQFP	identical	identical	TFBGA
Price				
▼ PubActual				
1 (\$)	8.13	-4.91	+3.95	+3.31
10 (\$)	7.31	-4.44	not found	+3.09
25 (\$)	N/A	not found	10.16	9.62
100 (\$)	6.01	-3.66	+3.32	+2.83
250 (\$)	5.53	-3.40	+2.98	+2.54
500 (\$)	5.04	-3.13	+2.92	+2.50
1000 (\$)	4.39	-2.78	+2.91	+2.53
2400 (\$)	N/A	not found	not found	not found
2500 (\$)	4.22	-2.70	+2.77	+2.41
5000 (\$)	4.06	-2.60	+2.75	+2.39
10000 (\$)	N/A	1.43	not found	not found
▼ PubMix				
100 (\$)	6.01	-3.66	+3.32	+2.83
1000 (\$)	4.39	-2.78	+2.91	+2.53
10000 (\$)	3.90	-2.47	+2.63	+2.29
50000 (\$)		-2.15	+2.29	+1.99
100000 (\$)		-1.97	+2.10	+1.82
250000 (\$)		-1.73	+1.84	+1.60
500000 (\$)		-1.57	+1.67	+1.45
1000000 (\$)		-1.46	+1.56	+1.35
▼ PubModel				

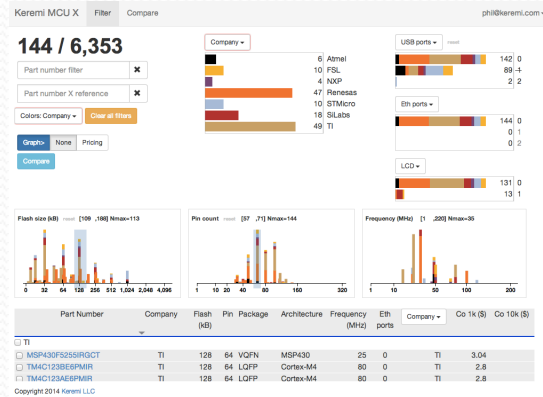
Keremi pricing analysis



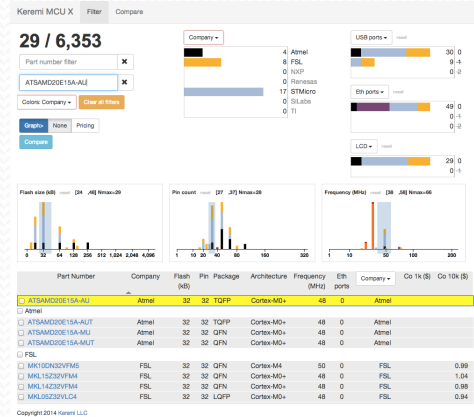
Crossfilter

- Fast filtering
 - Graphical selection of products
 - Histograms
 - Multi-criteria
- Side by side comparison
- Dynamic cross referencing
- Updated monthly

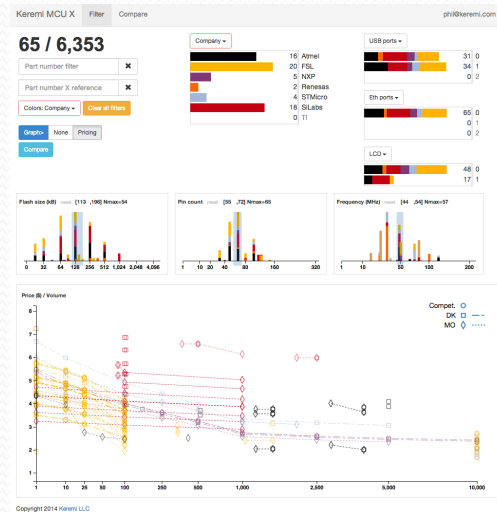
Cross filtering



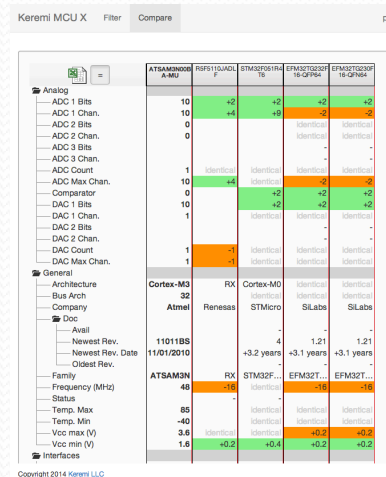
Cross referencing



Pricing analysis



Side by side comps



Keremi X-Referencer

- Compare parts from selected channels
- Updated monthly
- Part Pricing option available
 - Supplier web site, DK and MO pricing

Keremi X-Referencer

- 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
 - Closest 10 parts based on a list of parametrics

Keremi News



- @KeremiMCU: real time news on MCU products
- Automated hourly email alerts
- Keep up to date with your competitor's latest news
- Multiple RSS feed per competitor
- Email contains links to article
- Monthly newsletter tracks new products and price moves

Keremi custom works

- Information gathering projects
- Public information
- Usually CSV/XLS output format
- Can include statistical/custom analysis

Keremi

- For more information, please visit us at
 - <http://www.keremi.com>
- Or contact us at +1 512 971 6228