

# Infineon PMIC Product Strategy

Strategic Analysis & Business Case for OPTIREG™ TLF37x

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# Executive Summary

- **Market Opportunity**

€7.8B automotive PMIC market by 2030 (10.8% CAGR)

- **Strategic Gap**

Missing 6-rail PMIC + integrated CAN FD for ADAS L2+ segment

- **Product Proposal**

OPTIREG™ TLF37x with dual CAN FD, ASIL-D, 40% smaller footprint

- **Business Case**

€185M NPV, 16.8x ROI over 5-year product lifecycle

- **Revenue Potential**

€67.5M annual incremental revenue by Year 5

# Automotive PMIC Market Opportunity

**€7.8B**

Total Market Size (2030)

**10.8%**

Market CAGR (2024-2030)

**45%**

ADAS L2+ Penetration (2030)

**€3.4B**

Serviceable Market (EMEA + China)

# Competitive Positioning

Vendor	Product	Rails	CAN FD		Key Strength
Infineon	TLF37x (Proposed)	6	✓	4.50	Integration + ASIL-D
TI	TPS65xxx	5	✗	4.19	Cost leadership
Analog	ADM1xxx	4	✗	5.10	Premium performance
NXP	FS65xxx	5	✓	4.41	Connectivity
Discrete	2-chip solution	-	✓	5.35	Baseline comparison

# Product Recommendation: OPTIREG™ TLF37x

- **Target Application**

ADAS L2+ domain controllers (camera/radarfusionECUs)

- **Key Features**

6-rail PMIC + dual CAN FD + singleLIN+ASIL-Dcertification

- **Differentiation**

40% smaller PCB footprint vs. discrete solution (TI PMIC + NXP transceiver)

- **Target Customers**

Bosch, Continental, ZF, Aptiv (Tier-1 ADAS suppliers)

- **Time to Market**

18 months to ES1 (Engineering Sample 1)

# Value-Based Pricing Strategy

- **Target ASP**

€4.50 (vs. €4.20 TI baseline, €5.35 discrete resolution)

- **Customer Value**

€0.85 BOM savings (16% cost reduction vs. 2-chip approach)

- **Infineon Capture**

€0.55 premium vs. TI (13% price advantage justified by integration)

- **Price Realization**

Current 81% → Target 85%+ through discount governance

- **Revenue Impact**

Improving realization by 4% = €3M annual at current volumes

# 3-Phase Go-to-Market Strategy

Phase	Timeline	Volume (M units)	Revenue (€M)	Key Milestones
Phase 1: Design-In	Year 1	0	0	3 Tier-1 design wins
Phase 2: Ramp	Year 2	2	9	SOP with 2 OEM programs
Phase 2: Ramp	Year 3	8	36	Volume production scale
Phase 3: Expansion	Year 4	12	51	Market share capture
Phase 3: Steady	Year 5	15	67.5	18% of ADAS PMIC market

# Financial Business Case

**€11M**

Total Development Investment

**€185M**

NPV (12% discount rate)

**16.8x**

ROI (5-year lifecycle)

**28 months**

Payback Period



# Analytical Methodology

- **Market Sizing**

TAM/SAM/SOM framework using Yole Développement & IHS Markit data

- **Competitive Analysis**

Porter's 5 Forces + 12-parameter feature benchmarking across top 4 vendors

- **Pricing Framework**

McKinsey pricing waterfall + Economic Value to Customer (EVC) calculation

- **Financial Model**

Conservative assumptions (60% design win rate, 3% annual price erosion)

- **Data Sources**

Public annual reports, market research, distributor pricing, industry forecasts

# Thank You

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Product Management Case Study