

## Management Day Session 100

# Choosing Flows and Methodologies for SoC Design

**Chair:**

Dennis C. Wassung, Jr.  
Adams Harkness, Inc.

**Organizer:**

Yervant Zorian  
Virage Logic

**Speakers:**

Magdy Abadir  
Freescale  
Semiconductor, Inc.  
Austin, TX

Mark Bapst  
PrairieComm  
Rolling Meadows, IL

Colin Harris  
PMC-Sierra  
Vancouver, BC

**Abstract**

Moving to new semiconductor technology nodes can dramatically impact the business performance of the SoC company, and its age-old design and manufacturing flows and methodologies. It can also significantly affect its choices of suppliers. This session will provide an overview of changing needs and corresponding management decision criteria to make the right choices from a pool of alternate options.