



Capabilities Brief: Semiconductor Research

*The Science of Technology
Marketing[®]*

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About EQUUS Group Inc.:

EQUUS Group Inc. is the premiere marketing research and strategy development firm for technology products and services. Our specialization areas include nationwide and international (Europe, Asia/Pacific and China) research for clients in Enterprise Computing, Computer Hardware and Software, Communications, Wireless, Semiconductor, and Consumer Electronics and Software.

Our Science of Technology Marketing® based programs combine powerful and innovative online and offline qualitative and quantitative methodologies for: New Product Testing and Development, Market Segmentation and Analysis, Vertical Segmentation and Market Development, Competitor Intelligence, Application Profiling, Usage Scenario Development, Customer Acquisition and Retention Strategies, Brand Equity Testing, Channel Development, Sales Objection Mapping, Win/Loss Analysis, Business Model Validation, Value Proposition Testing and Technology Roadmap Development.

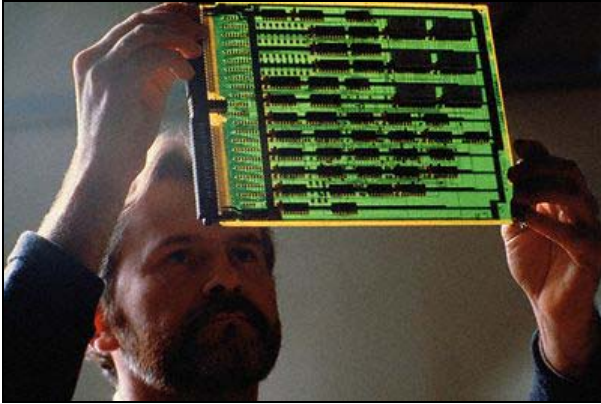


EQUUS Group Inc. has significant capabilities and domain expertise in the semiconductor industry through our in-depth research for many leading silicon and systems companies. Our clients include the Embedded Devices Group of Microsoft, Altera, PMC-Sierra, Mitsubishi Electronics and the Embedded Devices Group of Microsoft. EQUUS project work has included comprehensive interviews with Senior Executives of processor companies such as the TI DSP Group and the Motorola PPC Division.

We have extensive knowledge about microprocessors, embedded OSs, and ASICs. Our teams have analyzed the challenges of the development process and understand the engineering complexities. EQUUS Group Inc. has conducted thousands of in-depth interviews with design engineers in topic areas ranging from interface and protocol standards, development tool capabilities, design support requirements, customer design-in evaluation criteria, and cost of development. We are familiar with the design engineer mindset and know how they want and need to be sold.

Past projects in the semiconductor field are varied; we have analyzed design win practices and account support strategies, measured the effectiveness of distribution channels (Avnet & Arrow Electronics), and uncovered critical success factors required for winning new designs.

EQUUS Group Inc. has also developed well-tuned processes to disseminate intelligence from projects to clients in real time. A portal is created for every client engagement. On-going real time information is posted on the portal throughout the project cycle. This method of collaborating interactively with our clients is aligned to the speed with which they need to move and execute. EQUUS approach to analysis is one that focuses on strategic insights and recommendations on the data, enabling our clients to understand what is most actionable and easily incorporate customer requirements and preferences into their go-to-market strategies.



We have been successful at eliciting company technology roadmaps – next generation system requirements, performance and cost goals and other valuable decision maps on behalf of our Semiconductor clients. Our semiconductor research process has enabled our clients to make well-founded decisions around product planning and market positioning as well as go-to-market strategies. They are able to incorporate the voice of the customer into their strategic decision making.

All of the EQUUS Group Inc. analysts have technology backgrounds and several have vast experience in the semiconductor field – team members' have previously worked with silicon companies including Intel, Xilinx, NEC Electronics, Hitachi Semiconductor, and Altera. Specific product expertise includes microprocessors, microcontrollers, embedded RTOSs, CAE and system development tools, SBCs (single-board computers), system drivers, Intellectual Property cores, memories, ASICS and FPGAs.

For more information on how our Semiconductor Research capabilities can work for you please contact us at info@equsgroup.com.

Our Core Values

We believe, above all, in total commitment to our clients, their projects and the delivery of superior, timely output on every project we undertake.

We hold the highest regard for all individuals who contribute to our vision and recognize that our most valuable asset is the intellect, imagination, hard work and dedication of our people.

We are committed to constantly improving and innovating our processes and methodologies. Every client project is an opportunity to surpass ourselves.

We are thankful for the opportunity to demonstrate our talents and abilities and make such a vital contribution to the businesses we engage with.

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"EQUUS Group Inc. conducted a thorough and complete analysis of our distribution channel lead management process and identified many areas of improvement. The folks at EQUUS Group Inc. were very committed to this process and learned a lot about our complex business in order to be able to add significant value to our project. Their report-out and recommendations was spot on. We will definitely use them again in the future."

*Channel Marketing Manager
Microsoft Corporation*

"EQUUS Group Inc. surprised and impressed us with their in-depth knowledge of our (PLD) business. As a result, their strategic analysis was both insightful and actionable. With any other firm in the country we would have spent an inordinate amount of time bringing them up to speed."

*Robert Sandler
IP Product Marketing
Altera, San Jose, CA*

"Bringing EQUUS Group Inc. in when we did helped us to hone in on the correct messaging and target market for our product. All the recommendations that they made were incorporated."

*Deborah Hearth
Director of Marketing Communications
BrandVia, Redwood City, CA*