Embedded Market

forecasters

2014 Market Intelligence Program

What you get from the 2014 Market Intelligence Program

You get a unique custom tool that allows you to look at the embedded marketplace from many perspectives – particularly from your strategic perspective. You can see what your customers and prospects (and those of your competitors) are doing, what OSes, chips and tools they employ. The tool (Dashboard) is uniquely yours so that all of the data and correlations that you investigate are securely protected.

Voice of Embedded Customers - Listening to your customers and your competitors customers – We enable you to understand why your customers chose you (or your competitors), what issues are of most concern to them and what their disappointments have been with your products as well as with those of your competitors. **You can discover why they chose you or why they preferred a different vendor**

Custom Market Research – Subscribers are provided a custom survey URL which allows you to invite customers and prospects to take the 2014 survey. This data is kept separate from the main survey and it allows you to clearly see how their responses compare with those of the broad industry. It provides crucial insights to your strategic planning and in many cases bragging rights for your marketing and sales efforts

Timely and Detailed Reports – We detail developer's preferences with commentary regarding trends and report on Sold Available Market for RTOSes, Tools and Services. In addition we provide data sheets in which every survey question is cross tabbed by 10 vertical markets, Engineering Types (software engineers/managers, hardware engineers/managers, firmware developments engineers, systems engineers/architects and validation/verification engineers) as well as to microprocessor architecture (including multicore). This gives you the ability to look at the embedded world from many perspectives. The Dashboard takes this ability to another level.

In addition to the **extensive embedded developer surveys** and **reporting of revenues by product category,** the Program includes a complete discussion of **technologies that will enable and revitalize the embedded marketplace**

Question: How much would it cost you to have all of this information at hand if you had to develop it in-house or to subscribe to the many expensive research reports (which would provide graphs and tables while not providing the power of the Dashboard)?

You get ALL of the above plus access to Dr Jerry Krasner for $1050/month

The data that is contained in our reports is *statistically accurate* and *authentic* and is based on:

- A statistically generated comprehensive and detailed survey of embedded developers and managers who reported on their design results (number of developers per project, vertical market of their design, time to market, percent of designs completed behind schedule or cancelled, closeness of final design outcomes to pre-design expectations, testing outcomes, etc.), the tools they used (development, modeling, Java, Eclipse, and other development tools), their choice of OS, IDE, communication middleware, processors used as well as where they go to learn about new products, tools and concepts.

- An EMF Dashboard – a unique tool that allows the user to simultaneously compare similar products (vendors can do competitive comparative analysis); that marketing executives can use for sales promo and strategic planning; that allows developers beginning a project to compare the experiences of hundreds of fellow developers that undertook similar projects to gain insights before making a commitment; and that allows CFOs and senior managers to look at what tools and processes resulted in the greatest cost savings. See www.embedddeforecast.com for a Dashboard demo. It is remarkably easy to use by anyone.

The new **EMF Executive Dashboard** allows **24/7 web access** (from anywhere there is an Internet connection) to the extensive EMF database, **and permits the user to perform unlimited cross tabs using Boolean filtering techniques.**
In order to provide embedded tools and software vendors with the market intelligence and strategic insights necessary for growth and success, EMF offers 2 comprehensive studies plus the expanded Executive Dashboard (and access to the author) for a cost effective price of:

$12,500.00 or $1050.00/month

For further information contact Jerry Krasner at: 508-881-1850
jerry@embeddedforecast.com
www.embeddedforecast.com

EMF's 2014 Market Intelligence Program includes:

EMF Embedded Executive Dashboard (Stand alone price - $9750)

Embedded Market Forecasters in proud to introduce the **Embedded Executive Dashboard** – a web based source of detailed information that permits you, an executive, to gain information and insights to your industry, your competition and your current and prospective customers.

The **Embedded Executive Dashboard** not only gives you the results of an extensive, statistically accurate survey of your current and potential customers, but provides the tools that enable you to examine relationships within the data.

- As a marketer or PR specialist, you can look at your customers and your competitor's customers and find the advantages
- You can develop compelling sales support materials
- As a developer, you can look at the experiences of many hundreds of other developers working on similar projects.
- As a concerned manager who must fund projects, you can support your budget requests with real world intelligence and make wiser investments.

The number of potential market segmentations is unlimited and can be done without external support. Wherever you are in the world, you can have access to the data 24/7 as long as you can log onto the Internet.

Stand Alone Reports

"2014 EMBEDDED HARDWARE/SOFTWARE DESIGN PREFERENCES: Design starts, completions, cancellations, processor/software utilization, and how developers report on design problems and required solutions" June 2014 – Stand alone price - $3750

A continuation of last year's ground-breaking study that illustrated how design inefficiencies contributed to the high cost of embedded developments and the opportunities that afforded embedded vendors opportunities to move to new and lucrative markets to address these shortcomings. Discover the opportunities that await the vendor that can address these painful and expensive design shortcomings.

"2014 EMBEDDED DEVELOPMENT TOOLS AND RTOSes: World markets, user perspectives and strategic issues" July 2014 – Stand alone price - $5750

This study continues to track (with including trending data form the previous 5 year period) shipment revenues for each embedded RTOS and tools segment, and details the migration of embedded markets to new opportunities driven by disruptive technologies, the increased complexity of embedded designs, and the increased need for hardware-software integration. The resilience of legacy markets is also tracked.

Fax P.O. to   508-881-7085
Or email to jerry@embeddedforecast.com

Or mail to:

Dr. Jerry Krasner
Embedded Market Forecasters
American Technology International, Inc.
638 Main St
Ashland, MA 01721
508-881-1850
508-740-3673 (cell)