

Top 10 Reasons Internal IP Reuse Fails... and What YOU Can Do About It



*Electronic Design Process Symposium
April 17-18, 2014, Monterey Beach Hotel,
Monterey California*

IPextreme

IPextreme Business



IP Licensing

- Partnerships with leading semiconductor companies to unlock valuable IP for licensing to the entire semiconductor industry



IP Management

- Xena is the “iTunes for IP” providing a scalable cloud-based platform for managing IP inside semiconductor and IP companies



IP Industry Leadership

- Partnerships with other leading IP companies to increase awareness, collaboration, and provide joint solutions for customers



Methodology

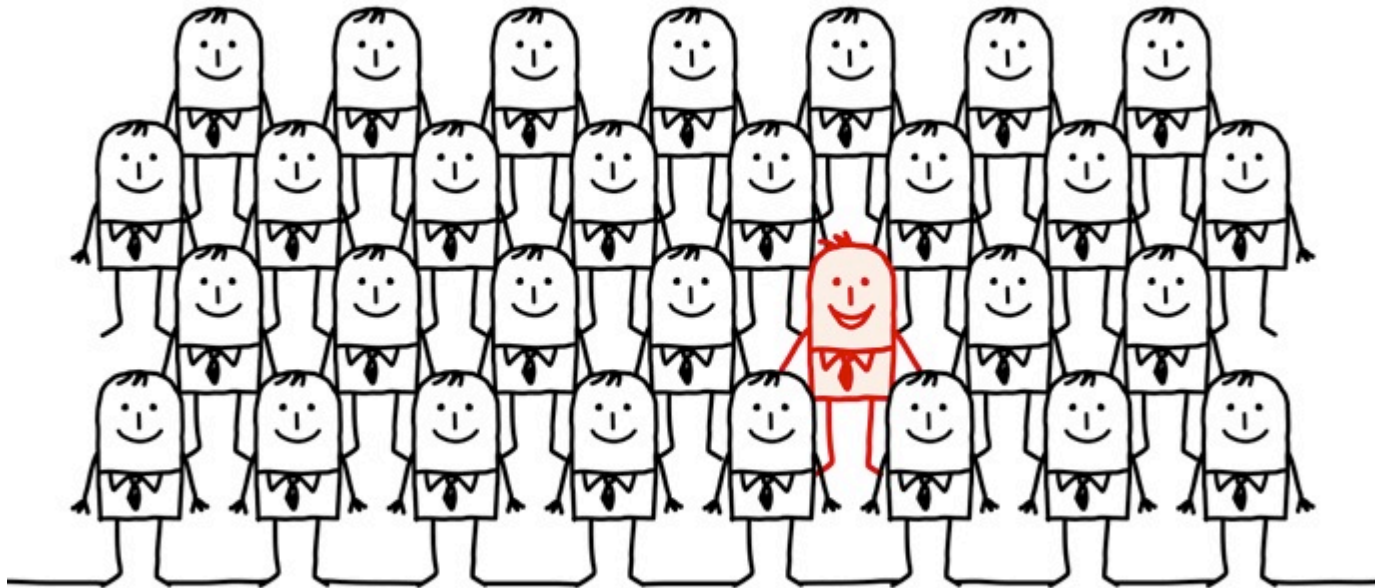
Processes

People

Tools

Complex systems are prone to failure!

#1: Throw People At It



Why It Happens: It's easy – as long as you have budget

Best Practice: Leverage your best designers with a solid supporting cast

#2: Lost IP



Why It Happens: It's no one's job, too busy, etc., etc.

Best Practice: Centralized place to inventory reusable designs

#3: Excessive Optimization



Why It Happens: Craftsmanship vs. engineering attitude

Best Practice: Focus on minimum requirements for usefulness and improve from there

#4: Revision Control



Why It Happens: Lack of discipline and communication

Best Practice: Product-oriented focus to IP design with design reviews and release tags

#5: No Documentation



Why It Happens: Focus on coding instead of reuse

Best Practice: Minimum amount of docs that can help future designers modify and use IP

#6: Not Invented Here



Why It Happens: Ego, distrust, lack of alternatives

Best Practice: Understand what is available before wasting time on another design

#7: Hiding IP



Why It Happens: No one wants to support it

Best Practice: Establish a culture of reuse and systems that encourage sharing

#8: Overly Ambitious Expectations



Why It Happens: Complicated, restrictive

Best Practice: Keep it simple; continuously reassess

#9: No Quality Metrics



Why It Happens: Not enough time, not sure how

Best Practice: Use tools and feedback from prior uses to improve; store that info in repository

#10: Too Busy



Why It Happens: Short-term, “fire-fighting” mentality

Best Practice: Agile practices to focus on short-term problem and medium-term objectives

Connect with IPextreme

Silicon Valley HQ

808 E. McGlincy Lane
Campbell, CA 95008
USA

Toll Free: +1 800 289 6412
Phone: +1 408 540 0095
Fax: +1 408 608 0421
Email: info@ip-extreme.com

Munich Design Center

Konrad-Zuse-Platz 8
81829 München
Germany

Phone: +49 89 9954 8814
Fax: +49 89 9954 8871
Email: info@ip-extreme.com

Tokyo Corporate Office

Level 14 Hibiya Central Building
1-2-9 Nishi Shimbashi Minato-ku
Tokyo, Japan 105-0003

Phone: +81-80-5400-3535
Email: japan@ip-extreme.com



Follow us on Twitter

[@ipextreme](https://twitter.com/ipextreme)



Like us on Facebook and friend Xena



It's Not a Blog—It's a Feature!

blogs.ip-extreme.com



IP WATCH™

youtube.com/user/watchipextreme



THANK YOU