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**Expanding the Industry Horizon
Providing Real Solutions – The Next Challenge For IC suppliers**

Since the creation of the integrated circuit (IC), there have been waves of growth drivers that have shaped the semiconductor industry and the core competencies required for success.

Integrated Device Manufacturers (IDMs) fueled the emergence of digital electronics in the 1970s. The PC era and the Internet era of the '80s and '90s dramatically increased the complexity of chip design and the cost of fabrication facilities. The proliferation of wireless communications and the evolution of Web 2.0 drove the evolution in the 1990s and into the past decade.

With these waves of change, original equipment manufacturers (OEMs) and original design manufacturers (ODMs) have been demanding a broader set of requirements from their IC suppliers that extend beyond the silicon. They often now need greater chip integration, tightly interlinked ICs and much more software from the IC manufacturers. The companies that are evolving to support these increased requirements are most likely to prosper.

This trend has also led to the rise of ecosystems to support the increasing complexity. Implications of these interdependencies are also rippling throughout the supply chain, from equipment and materials suppliers to government economic development agencies and financial investment firms.

In this new era of rapid change and increasing complexity, the companies that can offer much more of the 'real solutions' will be the winners.