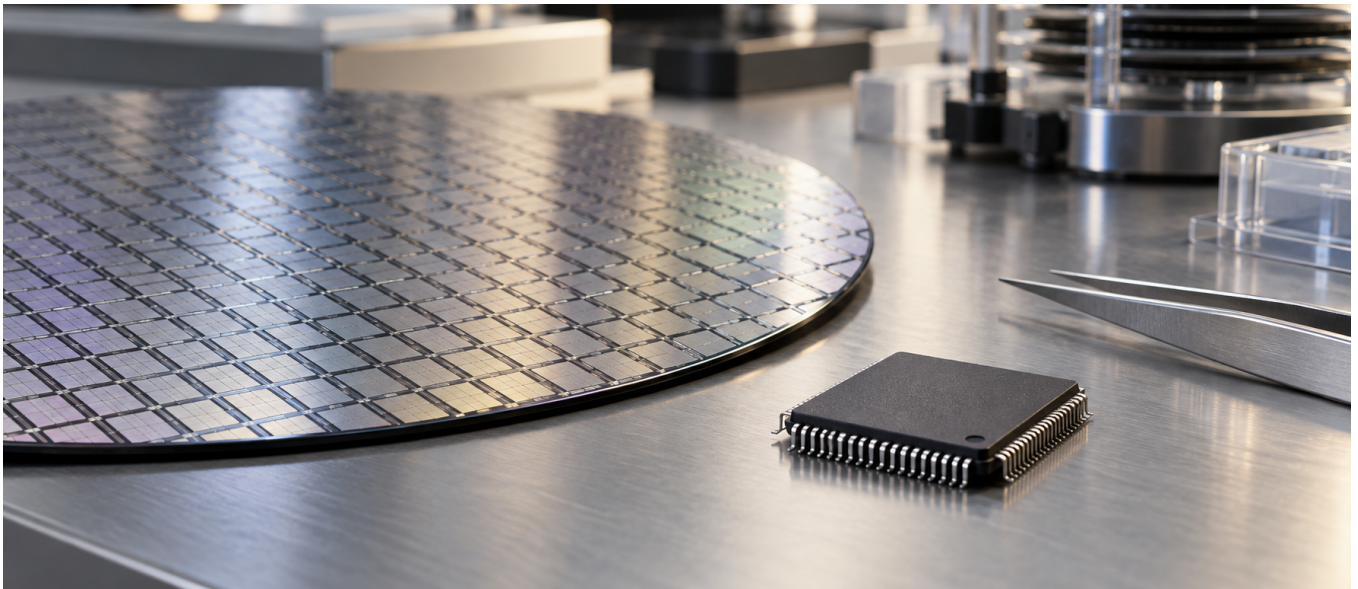




CLIENT CASE / ASIC PARTNER RESEARCH

Looking beyond capability claims to assess ASIC partners

Connecting technical evidence and commercial realities to support a focused partner search.



A consulting firm supporting a consumer electronics manufacturer needed to assess Chinese ASIC design partners. Through desk research across Chinese- and foreign-language company materials, I examined the differences behind their service claims and connected technical fit with commercial context, giving the client a clearer basis for further partner assessment.

The decision behind the search

The client needed more than a list of semiconductor companies. It wanted to understand which businesses offered the kind of custom chip-design service relevant to a potential collaboration, how their capabilities differed and what their wider business could mean for a partnership.

An impressive technology portfolio did not answer those questions on its own. The research had to connect the work a provider actually offered with evidence of delivery, its technical specialisation and the organisation behind the service.





Making the differences meaningful

01 Clarify what the partner would contribute

I examined the boundaries of each service: a complete custom design, selected design stages or the integration of existing technology. This made the comparison about responsibilities and fit, rather than a shared ASIC label. Manufacturing coordination was considered alongside design work, giving the client a more complete view of the proposed partner's role.

02 Test the claim against relevant evidence

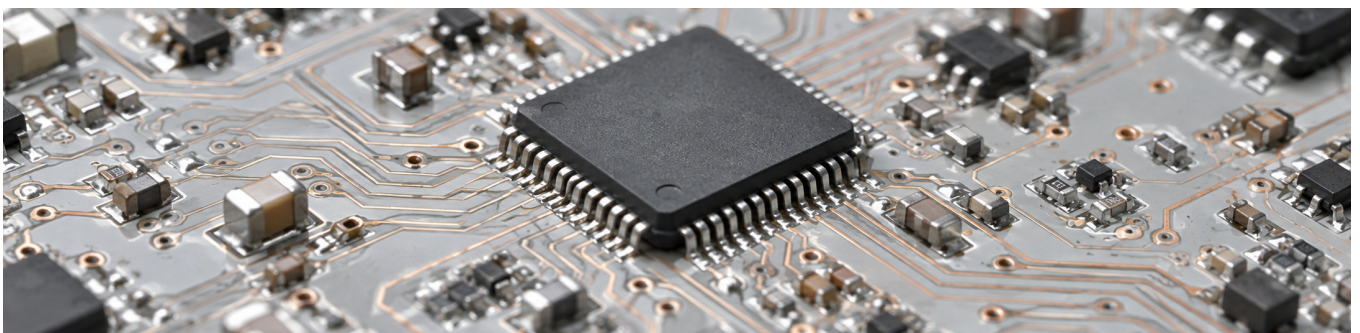
Customer cases, partner records and technical materials helped distinguish actual design delivery from other commercial relationships. Chinese patent records added context on technology focus. Read together, these sources helped explain what each candidate's experience supported and where a broad capability claim still needed a more specific answer.

03 Connect technical fit with the business behind it

I brought ownership, operating structure, financial disclosure and international presence into the same assessment. A product-led business offering design services could present a different partnership proposition from a dedicated service provider. The client could compare technical relevance alongside the commercial and organisational setting, instead of evaluating the two separately.

Focused depth, shaped with the client

I proposed screening first, then deeper investigation of client-selected candidates. The final deep dive covered five providers on consistent technical and commercial dimensions. The consulting team and its client used the initial market view to set priorities; their follow-up questions shaped the research depth. This combined analyst input with client priorities while keeping the companies assessable side by side.





A stronger basis for the next conversation

Detailed company studies, a quick comparison and an executive assessment brought the evidence into a usable decision structure. The client could see what each provider could contribute, how that related to its needs and which questions deserved attention before deeper engagement. The value was a more informed comparison, with the next questions clearly identified.

WHAT THE CLIENT VALUED

"We have worked with Denise for over a year, and she has become a trusted research partner for our team. We particularly value her consistent quality, dependable delivery and clear, professional communication. She also brings thoughtful perspectives and practical suggestions for further research, helping us develop our work with clients. That combination makes her a partner we can rely on."

Cedric P.
CEO | France
Market Research & Strategy Firm

Which Chinese partners are worth a closer look?

Share the capability you need and what remains unclear about the candidates. We can shape a focused research scope around your next decision.

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