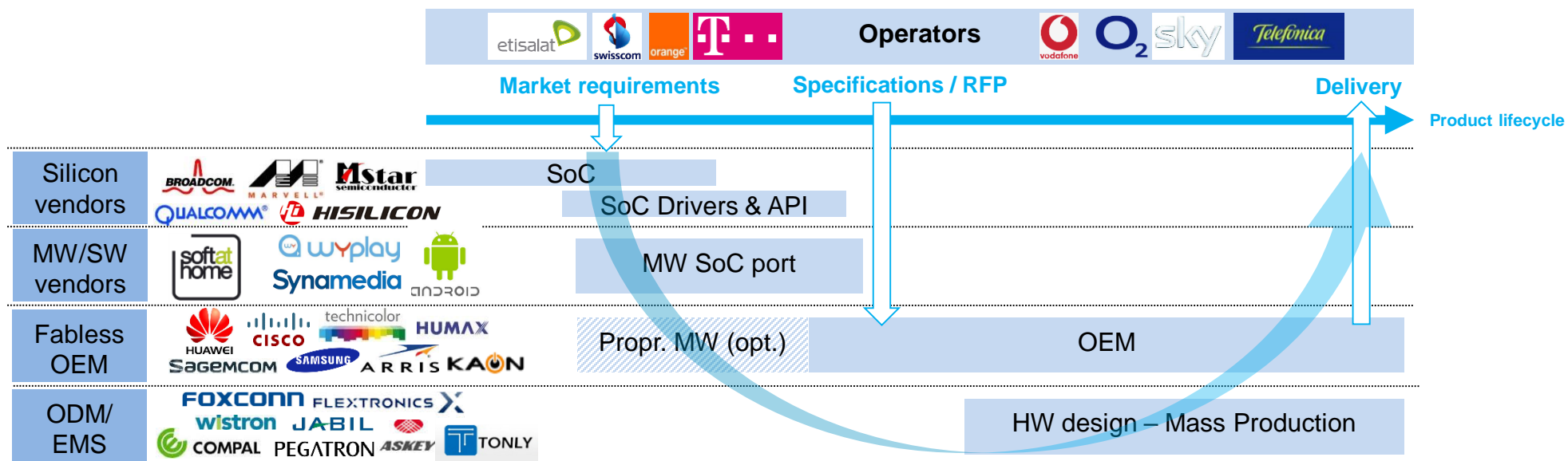
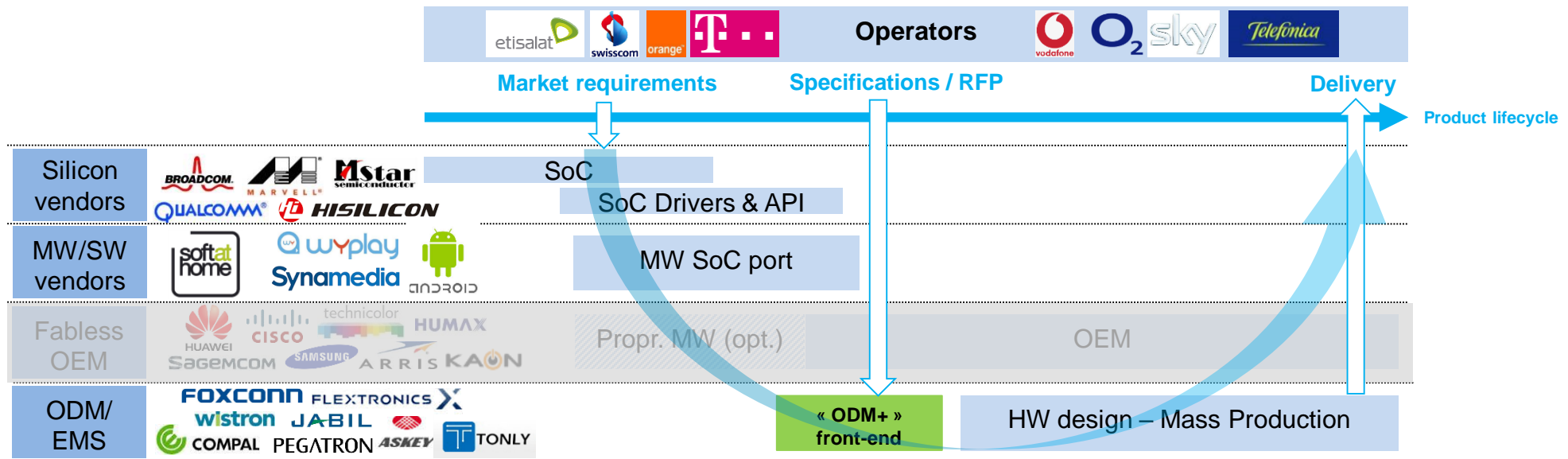


CPE eco-system and typical product creation cycle



- Silicon vendors start new SoC design based on market requirements, and lobby with operators to have them selecting their chipsets
- Generic platforms are made available by Silicon vendors and MW vendors
- Operators issue RFP's, sometimes imposing the SoC and MW to be used (at least for largest operators). Optionally, OEMs sometimes uses their own if they have.
- OEMs compete to win RFPs, relying on EMS for manufacturing or ODMs for HW design and manufacturing

CPE creation cycle : Operators direct to ODM



- “ODM+” concept : add a **lean and agile team of experts to operators** in order to go direct to ODMs, allowing them to perform
 - ▶ **Technology choice** : share with MW/SW vendors the analysis of the Silicon offer and decide upon the best solution (performances, price, time-to-market)
 - ▶ **Full product development** with MW/SW vendors and the selected ODM
 - ▶ **Direct sourcing to ODM** including contract, logistics and aftersales
 - ▶ **Dramatically reduce the product cost** as no margin left to in-between OEMs