



Click here for
the best jobs



Technical Recruitment Plc
For the best jobs Start here!

News
Jobs
Products
My HyperActive
Market Info
Tool Kits
Website Links
Magazine
Archive
Site Map
Contact Us

Electronics Weekly Archive

HyperActive

Turnkey design services: Friend or foe?

Henri Rantalainen



The thought of using external turnkey design services may seem like consorting with the enemy and can raise concerns on how it may affect in-house design teams. However, turnkey design services are a rapidly growing portion of the design automation industry - the tools industry is growing at 10% and the turnkey design services industry is growing at between 30 and 40 per cent - and is here to stay. So is this growth due to a change in attitude or is this a natural progression?

The factors driving the outsourcing of design services are ever decreasing time-to-market windows and ever increasing design complexity. As these forces push ever harder more designers and more expertise is required. This in turn drives more and more design managers into looking towards outside service providers to help meet their growing product design needs.

The concern may be that using external resources creates competition for internal teams, but I believe it is a dated perception that outsourcing these types of services poses such a threat. In my experience, the growth in turnkey design services has not been at the expense of in-house design team activity. Of the one hundred projects with which I have been involved, not one customer has laid off an internal design team member as a result of using external services. In fact, I have even witnessed the reverse.

Whilst smaller companies often look to outside turnkey services to deliver the whole project, larger companies increasingly utilise this external support in parallel with their

in-house teams. In this case the in-house team and outside turnkey design services team are given separate projects to deliver reflecting core competencies and maximising resource efficiency.

The use of an external turnkey design services team reduces the risks of delay and provides valuable expertise in helping deliver increasingly complex designs. Ultimately this enables customers to maximise their opportunities and sustain the development of ever more sophisticated projects. Surely this is as good news for everyone, internal and external design teams, and the industry as a whole.

Henri Rantalainen is director of design services Europe for Synopsys

[Send this article to a friend](#)

webmaster@electronicsweekly.co.uk

Copyright © 1999 Reed Business Information

[Privacy Policy](#) | [Terms & Conditions](#) | [Information for advertisers](#)

