

View results

Respondent

2 Rob van Blommestein

152:59
Time to complete

1. What is your name?

Rob van Blommeste

2. What is your job role?

- Product marketing
- Marketing comms
- Marketing operations
- Engineering
- Other

3. What product(s) do you manage?

Verdi



4. Who uses this product? Describe their job roles, goals, etc.

Verification engineers



5. How do our customers use this product and/or what do they use it for?

Understanding design behavior and automatically identifying bugs in complex designs



6. What keywords (Google search terms) are associated with the products that you manage?

IC debug, automated IC debug, power-aware debug, hardware/software debug, regression debug, transaction debug, testbench debug, analog mixed-signal debug, simulation debug



7. How do you think site visitors usually find your product web page?

Solutions and product menus



8. What would you like visitors to do while on your web page?

Please specify how visitor goals differ per product, if you manage multiple products.

Visit a general Verdi page that talks about Verdi debug capabilities but then shows the Verdi ecosystem and how each Verdi "app" is connected and works to help drive verification success.



9. What type of information do you think a visitor is looking for on a product web page?

- What do new customers look for?
- What do existing customers look for?

New customers: Verdi debug capabilities
Existing customers: Latest debug capabilities



10. Have you had any feedback from customers about their experience on [Synopsys.com](https://www.synopsys.com)?

Good or bad feedback welcome!

11. Are our competitors/other companies doing something on their websites that you like?

Please provide examples/links.

12. Do we have customer testimonials for this product? Do we have permission to promote them online?

13. How do customers typically hear about Synopsys products?

- How do new customers hear about us?
- How do existing customers learn more about us?

New customers: Google (web search), LinkedIn, Referrals from other companies, articles, blogs
Existing customers: All of the above, customer meetings



14. How do our customers engage with us? (In regards to sales, support, etc.)

- How do new customers engage with us?
- How do existing customers engage with us?

View results

Respondent

7 Taruna Reddy

51:06

Time to complete

1. What is your name?

Taruna Reddy

2. What is your job role?

- Product marketing
- Marketing comms
- Marketing operations
- Engineering
- Other

3. What product(s) do you manage?

VCS, ExecMan

4. Who uses this product? Describe their job roles, goals, etc.

ASIC companies like Samsung, Intel, AMD, Amazon, Facebook, Cisco. Used by RTL/SoC designers, verification and CAD engineers. Goal of designers and verification engineers is to run simulations to make sure the design

5. How do our customers use this product and/or what do they use it for?



They use VCS and ExecMan to run simulations to catch any bugs in the design prior to manufacturing it on Silicon.

6. What keywords (Google search terms) are associated with the products that you manage?



RTL simulation, tape out, catch RTL bugs, coverage closure, SoC /RTL regression, shift left verification, multicore simulation, simulator performance, system verilog, UVM, X prop, VHDL, SDC, dynamic verification, constraint solver, testbench, regression management,

7. How do you think site visitors usually find your product web page?



google, navigate within SNPS

8. What would you like visitors to do while on your web page?

Please specify how visitor goals differ per product, if you manage multiple products.



-Learn about the new technologies like ICO, DPO, SDC verification
-Read the whitepapers

9. What type of information do you think a visitor is looking for on a product web page?

- What do new customers look for?
- What do existing customers look for?

10. Have you had any feedback from customers about their experience on [Synopsys.com](https://www.synopsys.com)?

Good or bad feedback welcome!

Unfortunately none. VCS has been around for 20+ years so customers know of it or at least heard of it.

11. Are our competitors/other companies doing something on their websites that you like?

Please provide examples/links.



https://www.cadence.com/en_US/home/tools/system-design-and-verification/simulation-and-testbench-verification/xcelium-simulator.html

CDNS has a lot videos, customer testimonials. Easy to navigate and categorized resource library

12. Do we have customer testimonials for this product? Do we have permission to promote them online?



A few..Will have to get the sales, customer approvals. Historically we've hardly done any PR/customer testimonials on VCS for fear of competition going after them.

13. How do customers typically hear about Synopsys products?

- How do new customers hear about us?
- How do existing customers learn more about us?

Conference, trainings, AE support

14. How do our customers engage with us? (In regards to sales, support, etc.)

- How do new customers engage with us?
- How do existing customers engage with us?

Digital Verification

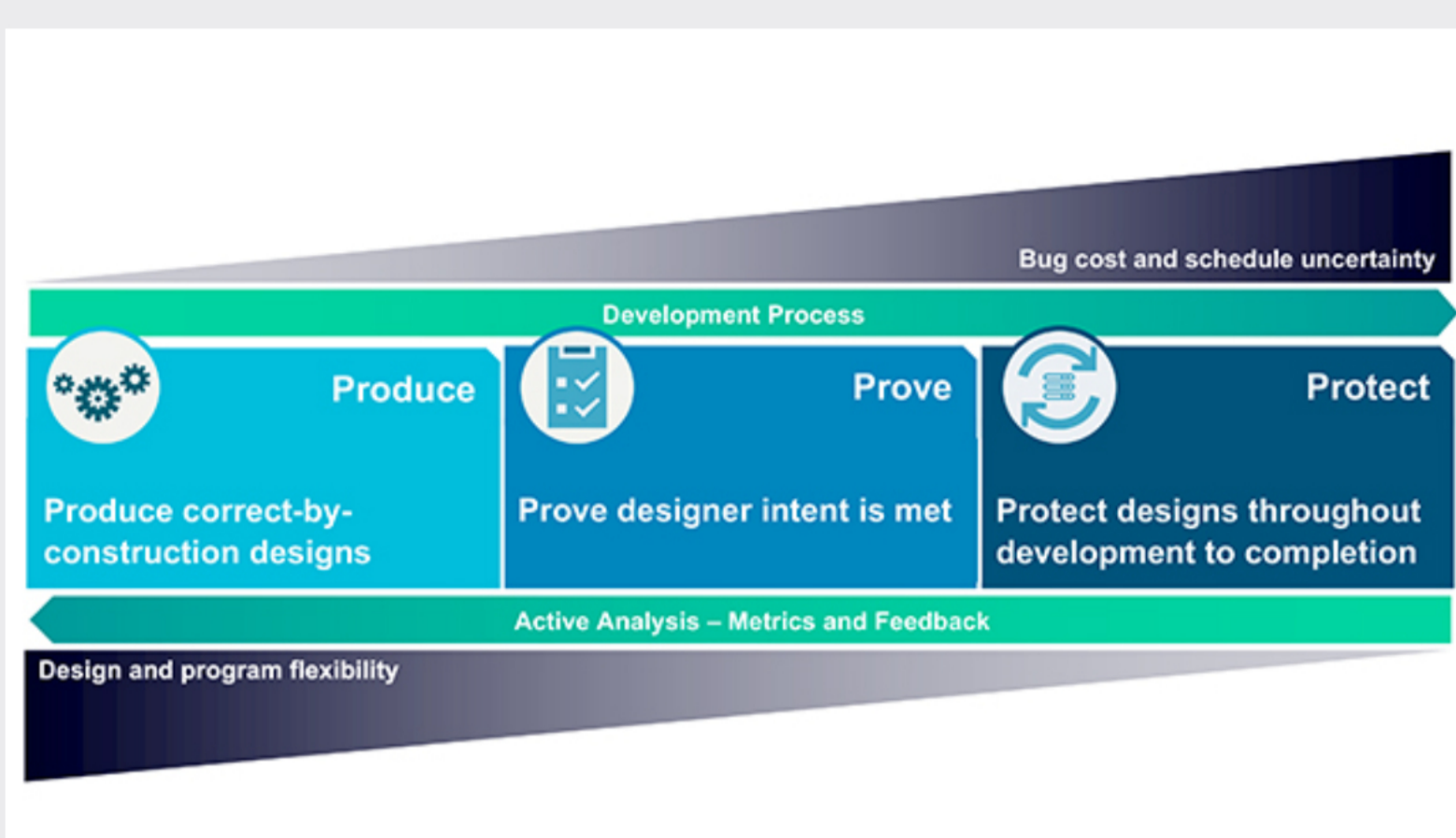
Large, complex system-on-chips require boosting verification productivity and managing resources more efficiently. Delivering product quality within tight schedules requires maximizing verification effectiveness to speed time to coverage closure, hit quality goals and improve debug productivity.

FACT SHEET

Questa Design Solutions

Questa Design Solutions works with you from design creation through completion with a minimal set of additional inputs. Nothing more than RTL is required, except for UPF and basic constraints, when necessary.

[Explore](#)



TRENDS & TECHNOLOGIES

Critical Challenges in Digital Verification

The inclusion of multiple embedded processors and advanced interconnect systems, increasing software content, more functionality, and the configurability required by multi-platform based designs all require a functional verification solution that unifies a broad arsenal of verification solutions.

Coverage Closure

Auto-generated coverage models speed testbench programming for big gains in verification productivity while verification management reduces the time to perform regression testing and merge coverage results from hours to minutes.

Formal Technologies

Formal technologies root out obscure bugs through exhaustive analysis. Several specialized formal solutions complement simulation, boosting productivity by targeting verification tasks that are otherwise difficult to complete.

Functional Safety

Comprehensive verification and verification management reduce the risk of validating complex automotive designs and provide insight for coverage and metric driven flows required to satisfy ISO 26262.

Unified Debug

Debug is one of the most important verification technologies and is critical for achieving productivity in today's complex designs. Debug tools must provide maximum performance, capacity and automation.

UVM Support

UVM provides essential information about the operation of dynamic class-based testbenches in the familiar contexts of source code and waveform viewing, making it easier to understand the operation of verification environments.

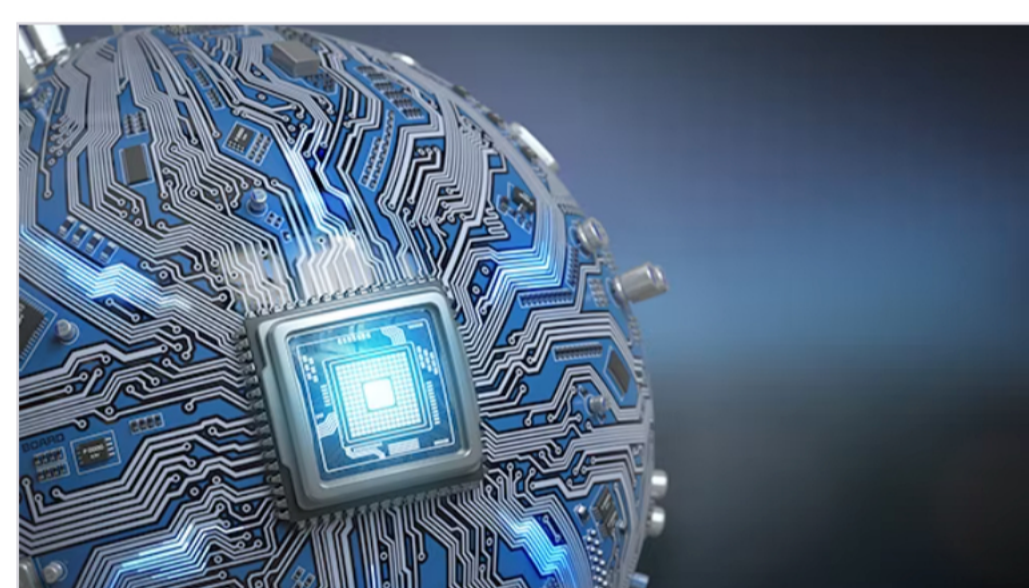
Power Aware Verification

Power management verification in low power designs requires a comprehensive solution for verifying power management architectures, clock-domain crossings, power control logic, and power management in analog/mixed-signal designs.

DIGITAL VERIFICATION PRODUCTS

Questa Verification Solutions

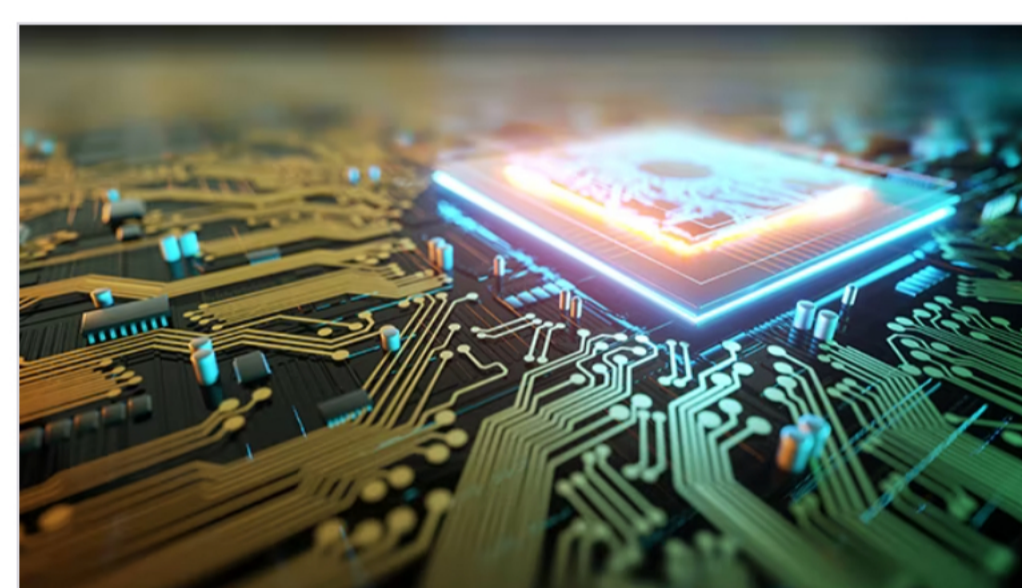
The Questa Verification Solution continues to evolve in response to the growing complexity of SoC designs. The increasing software content and configurability required by multi-platform based designs require a functional verification solution that unifies a broad arsenal of verification solutions.



SIMULATION AND DEBUG

Questa Advanced Simulator

Combines high performance, high capacity simulation with unified debug and functional coverage for complete native support of Verilog, SystemVerilog, VHDL, SystemC, SVA, UPF and UVM.



INTENT-FOCUSED INSIGHT

Questa Design Solutions

Questa Design Solutions is an automated and integrated suite of verification tools that analyzes code at the design stage to detect bugs early, where they are cheapest and easiest to fix.



VERIFICATION IP

Questa Verification IP

Questa Verification IP improves quality and reduces schedule times by building protocol and methodology reusable components that support many industry standard interfaces.



COMPLEMENTS SIMULATION

Questa Formal Verification

The Questa Formal Verification tool complements simulation-based RTL design verification by analyzing all possible behaviors of the design to detect any reachable error states.



INTUITIVE AND EASY TO USE

Visualizer Debug Environment

Visualizer is a high-performance, high-capacity context-aware debugger that supports a complete logic verification flow, including simulation, emulation, and prototyping and design, testbench, low-power, and assertion analysis.



ASSURING IC INTEGRITY

OneSpin Formal Verification

OneSpin provides the most advanced verification platform to address IC integrity issues. Our experts solve tough verification challenges and provide solutions so design teams create functionally correct, safe, and secure SoCs.

Ready to talk to someone today?

We're standing by to answer your questions.

[Email us](#)

Get in touch with our sales team 1-800-547-3000 or 1-503-685-8000

[Talk to an expert](#)



Verification Academy

Verification Academy provides the skills necessary to mature an organization's functional verification process capabilities, providing a methodological bridge between high-level value propositions and the low-level details.

[View Resources](#)



Verification Horizons Blog

Insight and updates on concepts, values, standards, methodologies, and examples to assist with the understanding of what advanced functional verification technologies can do and how to most effectively apply them.

[View Blog](#)



Verification Horizons Issue

The Verification Horizons publication provides concepts, values, methodologies and examples to assist with the understanding of what advanced functional verification technologies can do and how to most effectively apply them.

[View the Latest Issue](#)

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Siemens Digital Industries Software

#TodayMeetsTomorrow



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Cloud

Mendix

Electronic Design Automation

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View results

Respondent

4 Jin Zhang

08:16

Time to complete

1. What is your name?

Jin Zhang

2. What is your job role?

- Product marketing
- Marketing comms
- Marketing operations
- Engineering
- Other

3. What product(s) do you manage?

VC Formal



4. Who uses this product? Describe their job roles, goals, etc.

Design and verification engineers to ensure their designs work as intended



5. How do our customers use this product and/or what do they use it for?

They use it to verify the correctness of their RTL design.

6. What keywords (Google search terms) are associated with the products that you manage?

formal verification, formal property verification, datapath validation, equivalence checking, connectivity checking, low power verification, functional safety verification, security verification, X-propagation verification, register verification, formal signoff, coverage closure

7. How do you think site visitors usually find your product web page?

Google search

8. What would you like visitors to do while on your web page?

Please specify how visitor goals differ per product, if you manage multiple products.

To be able to find all the relevant information about VC Formal

9. What type of information do you think a visitor is looking for on a product web page?

- What do new customers look for?
- What do existing customers look for?

New customers: what we offer, what's the value, how it is differentiated from other solutions
Existing customers: product updates, training, webinar

10. Have you had any feedback from customers about their experience on [Synopsys.com](https://www.synopsys.com)?

Good or bad feedback welcome!

People don't like to log into solvnet to watch training materials

11. Are our competitors/other companies doing something on their websites that you like?

Please provide examples/links.

Easy to find relevant information. On our DPV page, I had a hard time finding the blog we wrote last year. I need specific links to see the webinars. Too many things behind registration.

12. Do we have customer testimonials for this product? Do we have permission to promote them online?

We have them included in the new service page being built.



13. How do customers typically hear about Synopsys products?

- How do new customers hear about us?
- How do existing customers learn more about us?

Industry events, Synopsys events, word of mouths, their colleagues, Synopsys marketing collaterals



14. How do our customers engage with us? (In regards to sales, support, etc.)

- How do new customers engage with us?
- How do existing customers engage with us?

New customers interested in our technology would contact sales to request initial presentation (sometimes sales proactively engage with new customers), if the technology is interesting, the timing is right, then they might do an evaluation. If the evaluation is successful, it would go back to sales for business discussion. Existing customers might file bug report and contact AE for technical questions and issues.

