

Tantra Beat Survey



Key Findings

May 2024

Survey was hosted on www.TantraAnalyst.com



**Device Design Services
Preference Survey**

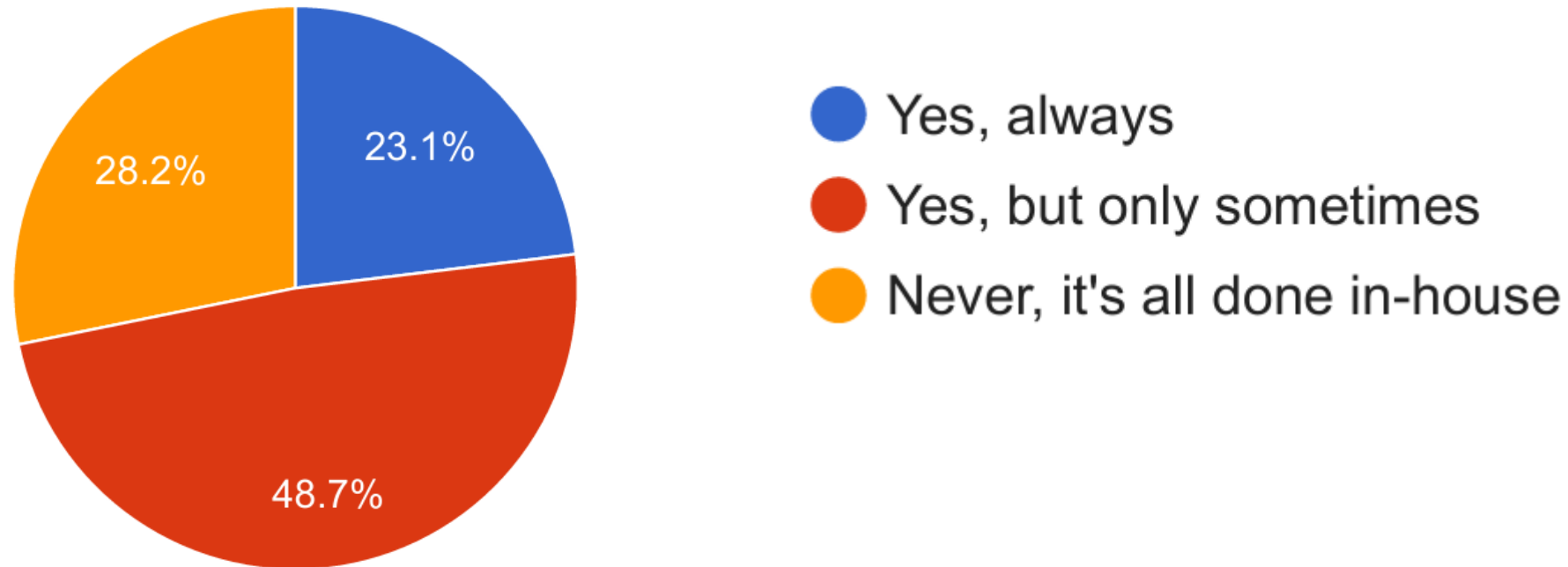
Be among the **FIRST 50*** to complete the survey
and win a Columbia Jacket

* Only US residents are eligible

The banner features a blue background with white circuit-like patterns. On the left, a white Columbia jacket is displayed. In the center, a hand is shown pointing towards the text. The overall design is clean and professional, emphasizing the survey's focus on device design services.

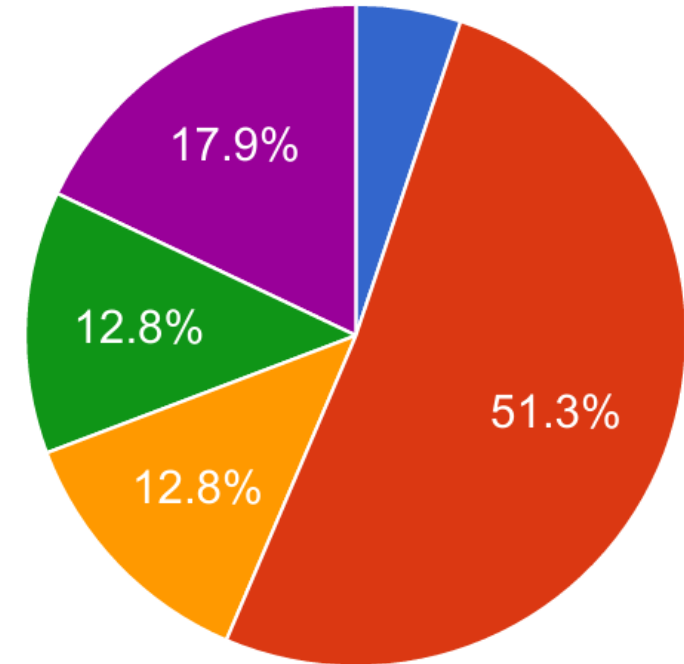
Giveaway sponsored by Voler Systems

Large majority of respondents use external design services

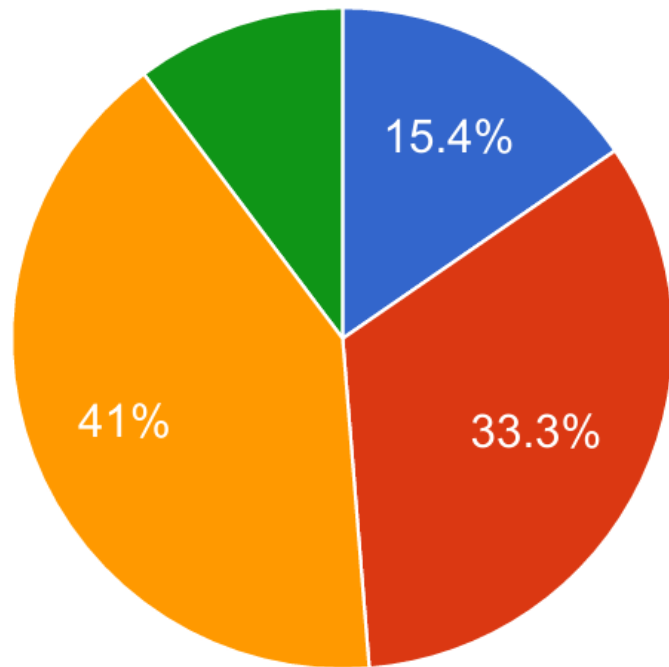


Networking is critical for securing design services business

- "Other" answer(s)
- Through our network of contacts
- Through an RFP or Tender process
- We do a Google search
- Use a long-term consulting partner



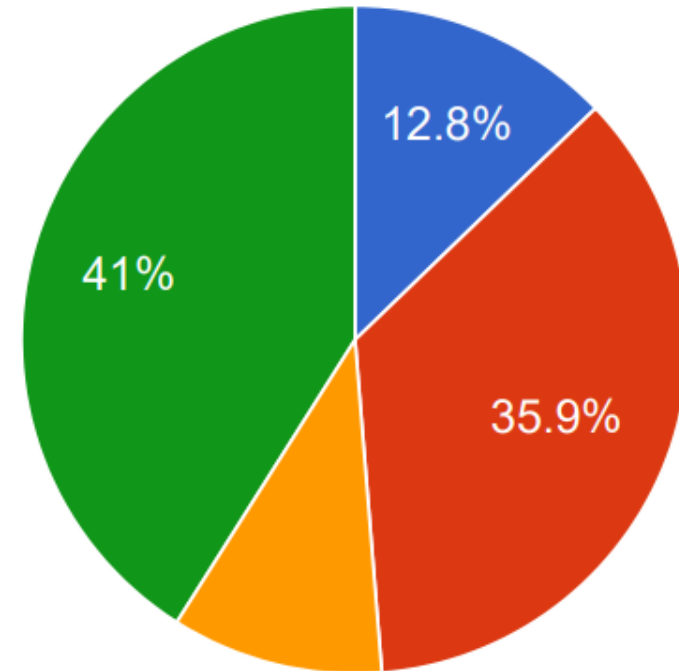
Software Development & Design projects in high demand



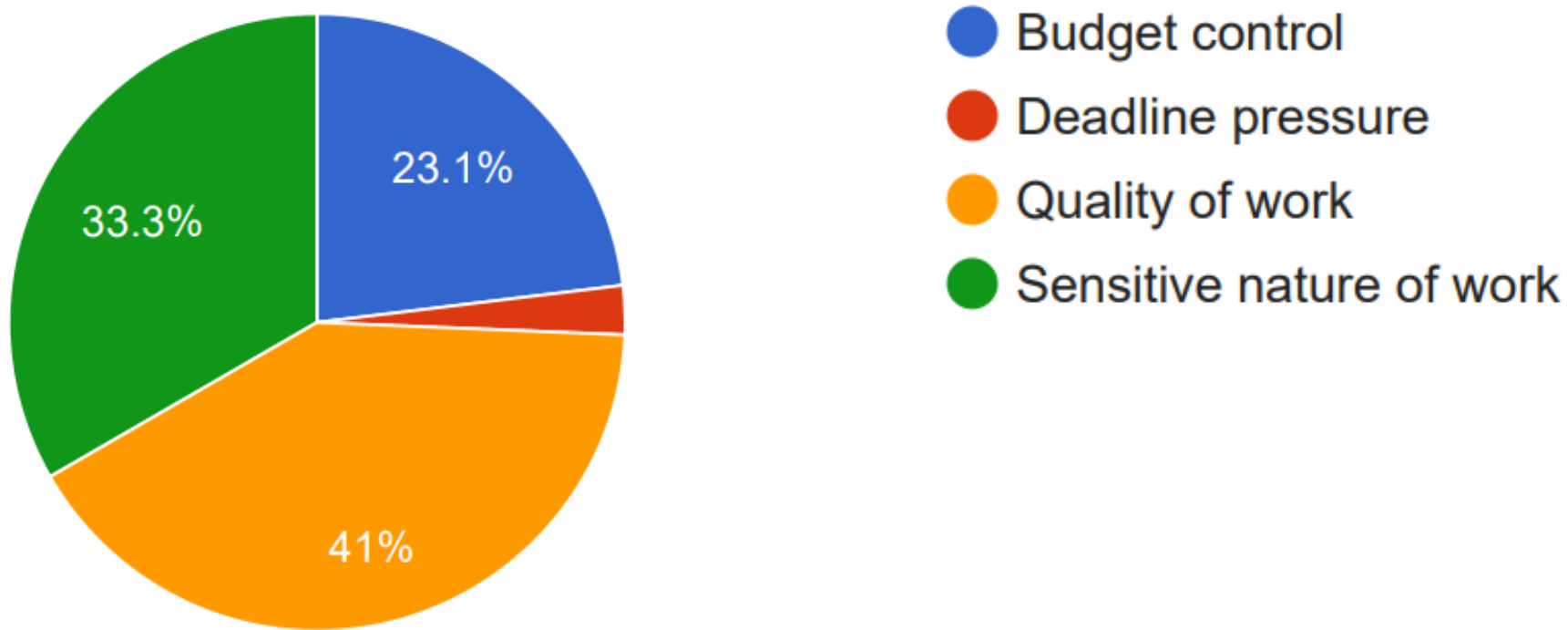
- "Other" answer(s)
- Architectural Design / Component Selection
- Software / Firmware Development
- Digital Circuit Design

External design services demand is cyclical

- Within the next 3 months
- In 4 to 12 months
- Only in more than a year
- Hard to say at this time

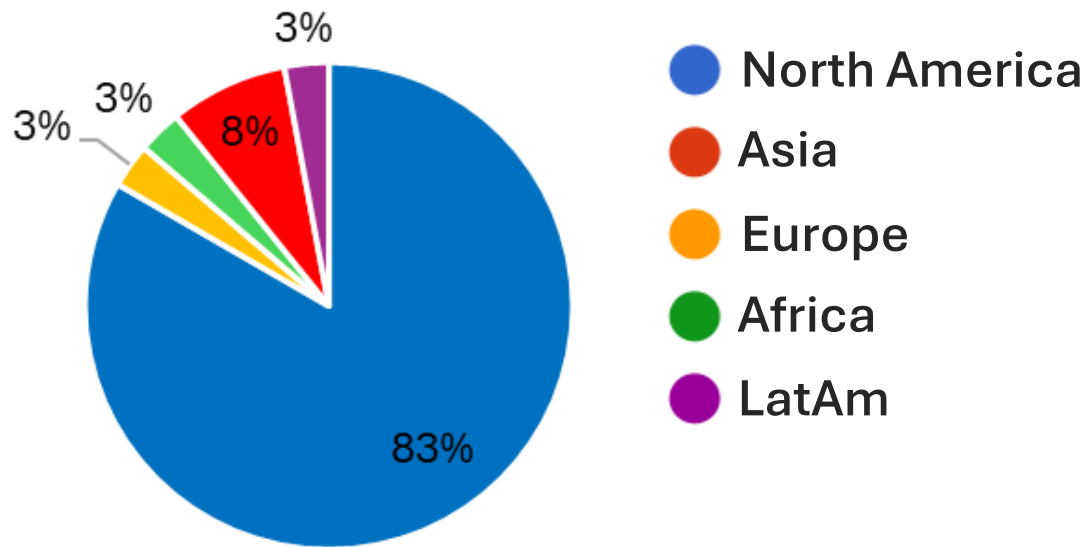


Quality is the biggest criteria for selecting providers

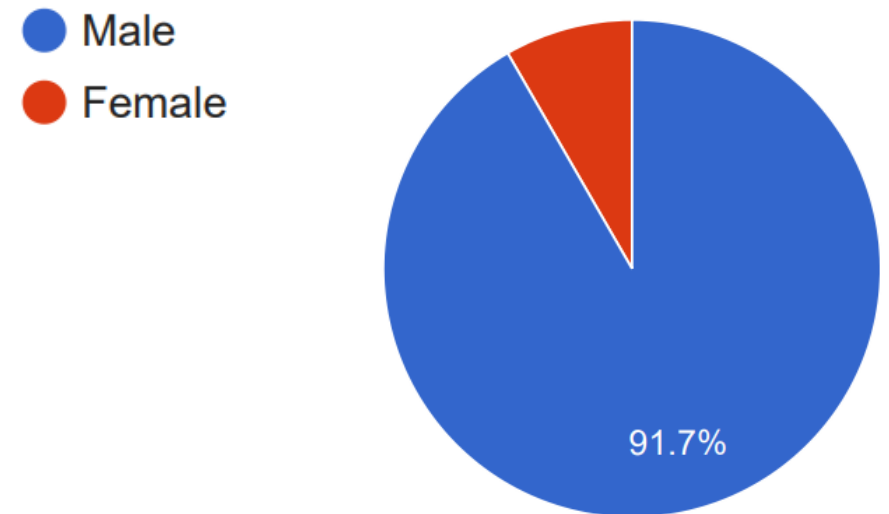


Respondent demographic - 1/2

Regions

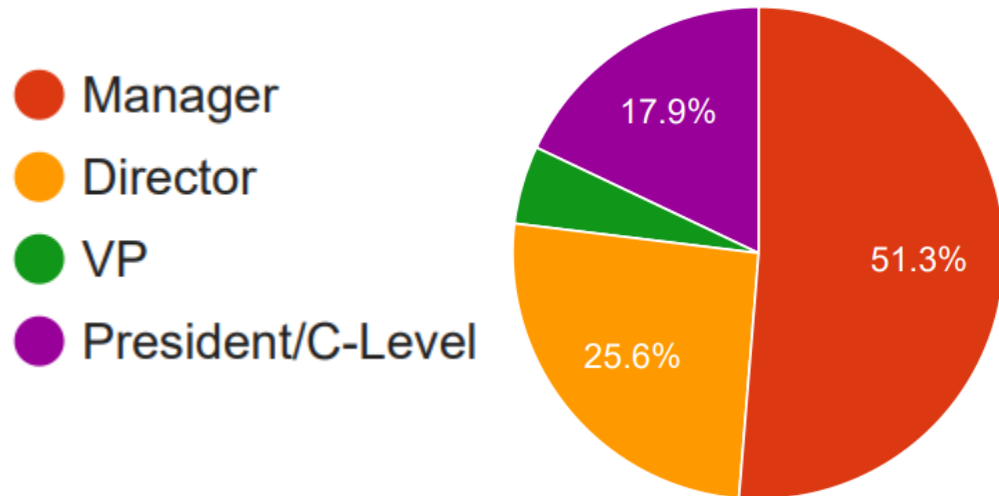


Gender

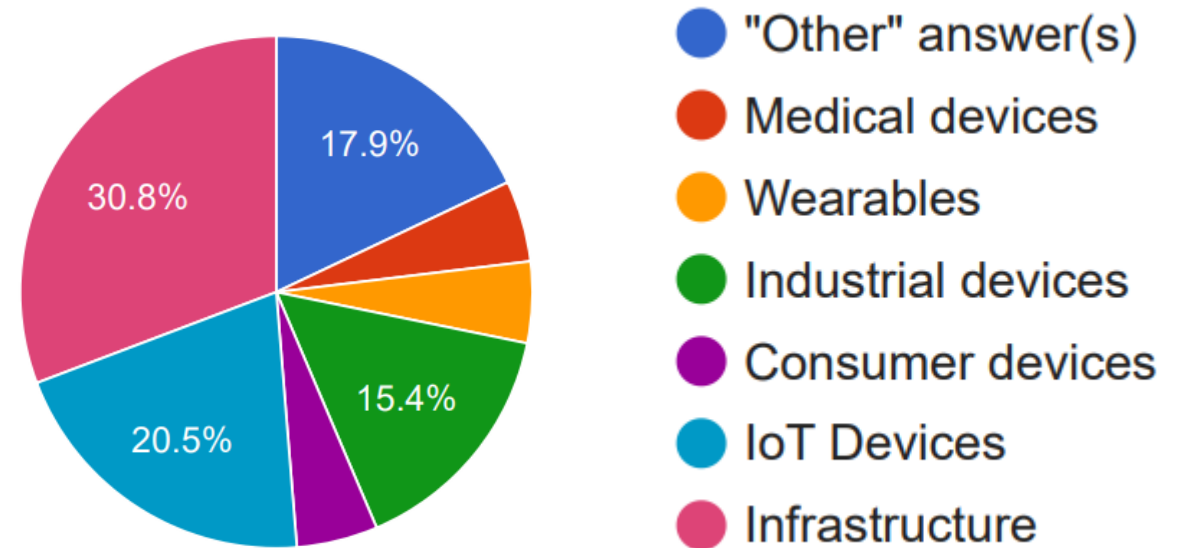


Respondent demographic - 2/2

Job Level



Primary Market Focus



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