

# Tantra Beat Survey

## Device Design Services Preferences - Key Findings

May 2024



Survey was hosted on [www.TantraAnalyst.com](http://www.TantraAnalyst.com)



**Device Design Services  
Preference Survey**

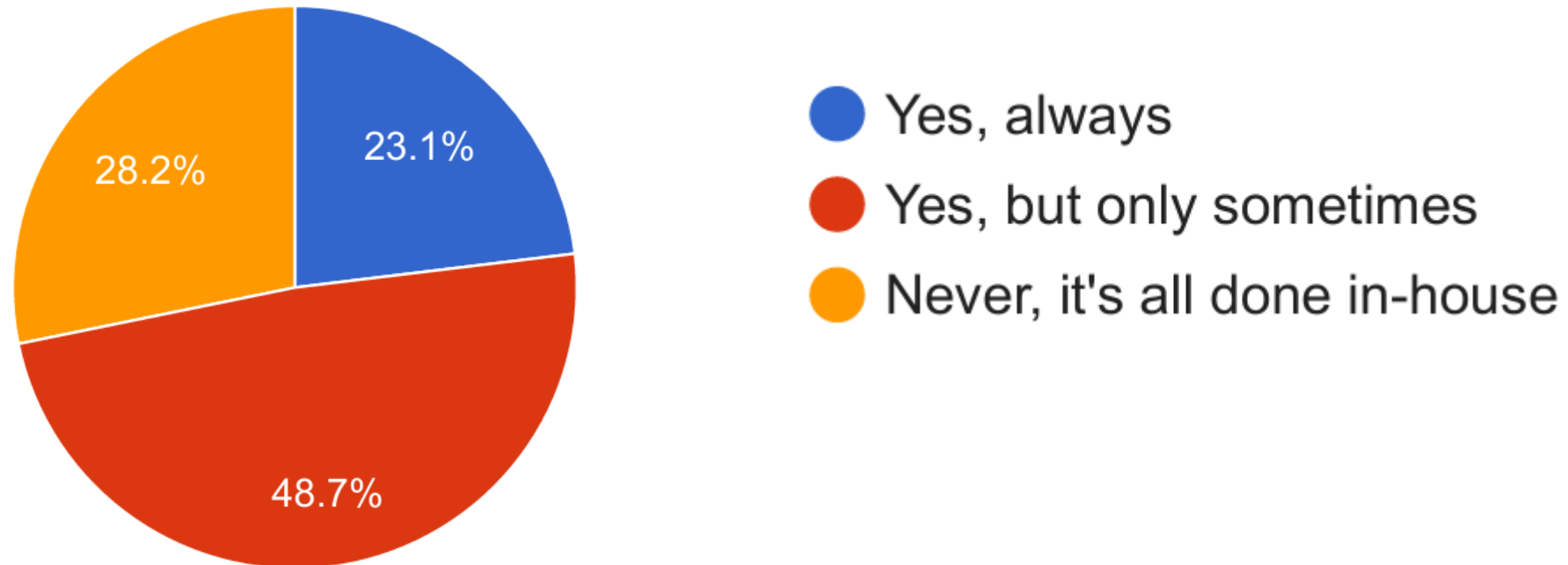
Be among the **FIRST 50\*** to complete the survey  
and win a Columbia Jacket

\* 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.

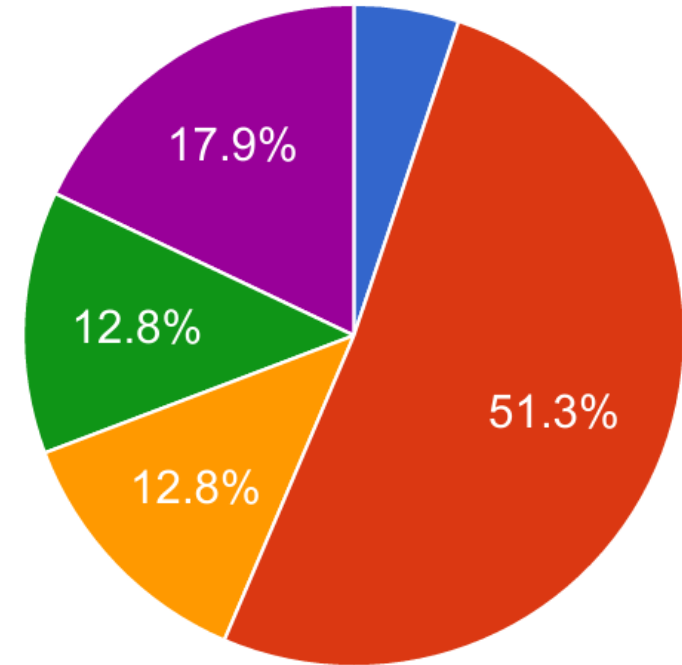
Giveaway sponsored by Voler Systems

# Large majority of respondents use external design services

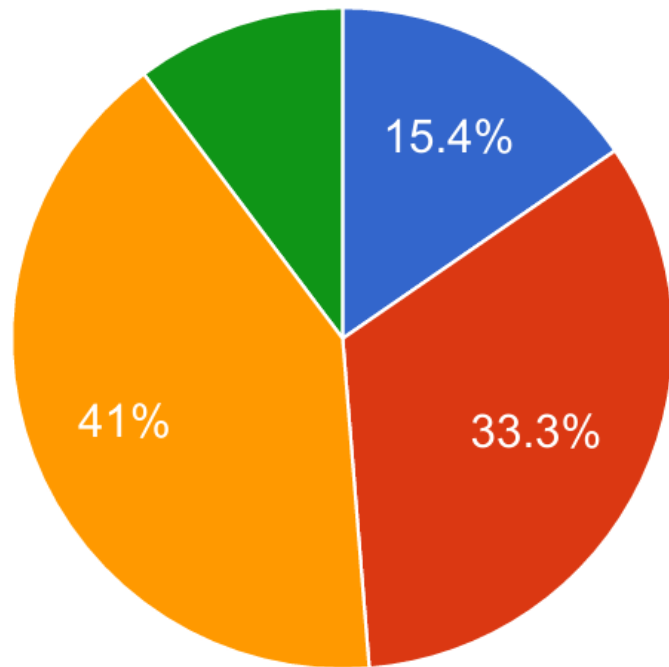


# Networking is critical for securing design services business

- "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



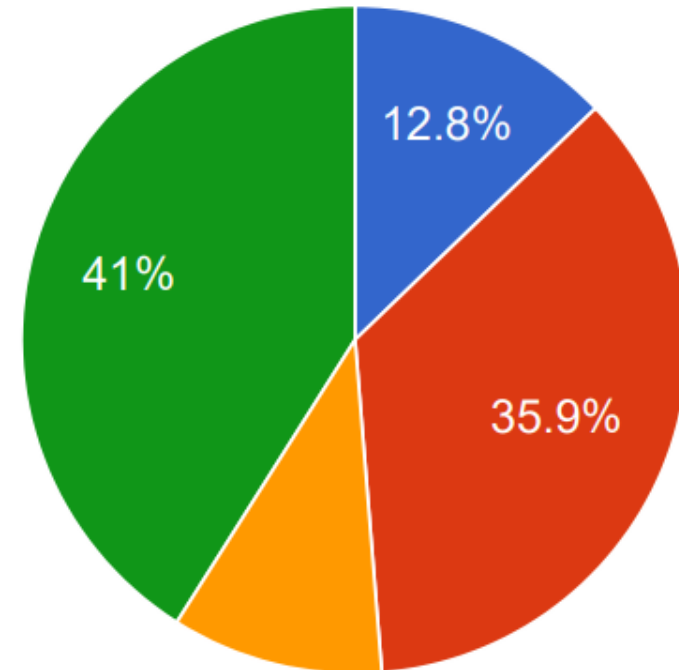
# Software Development & Design projects in high demand



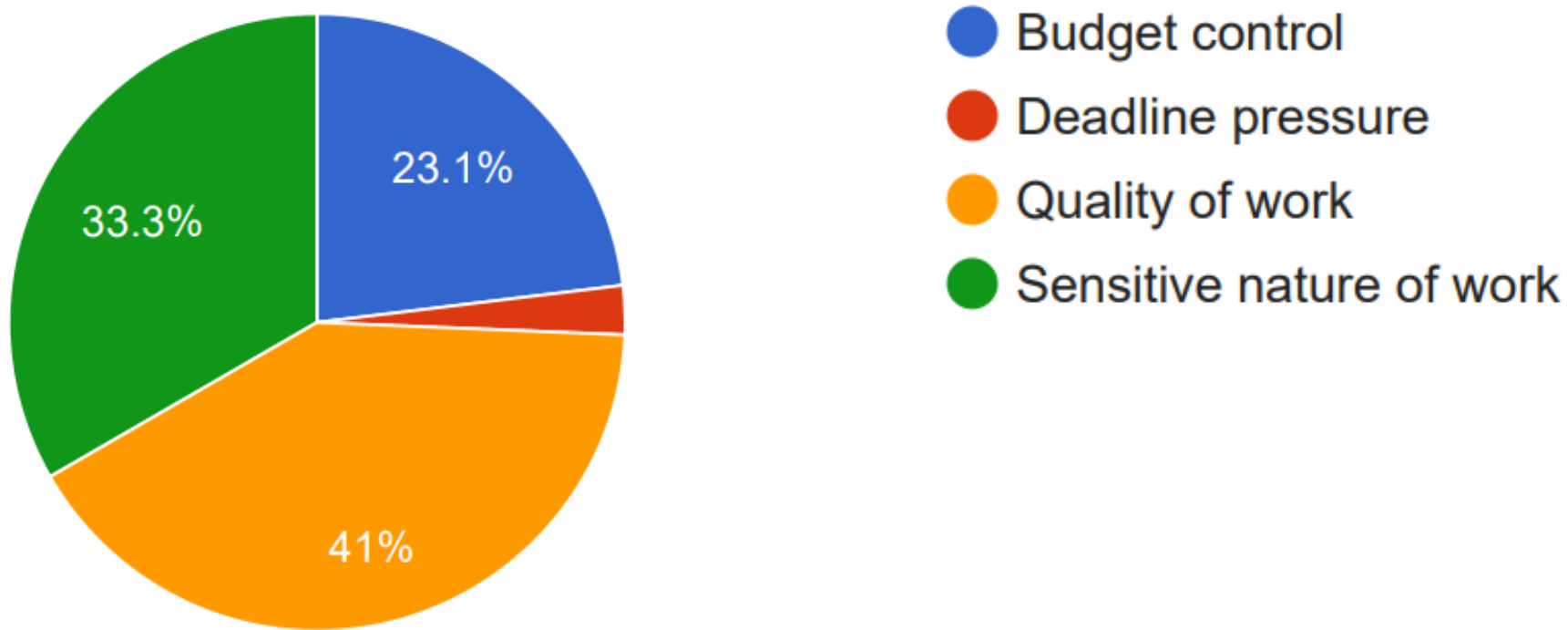
- "Other" answer(s)
- Architectural Design / Component Selection
- Software / Firmware Development
- Digital Circuit Design

# 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

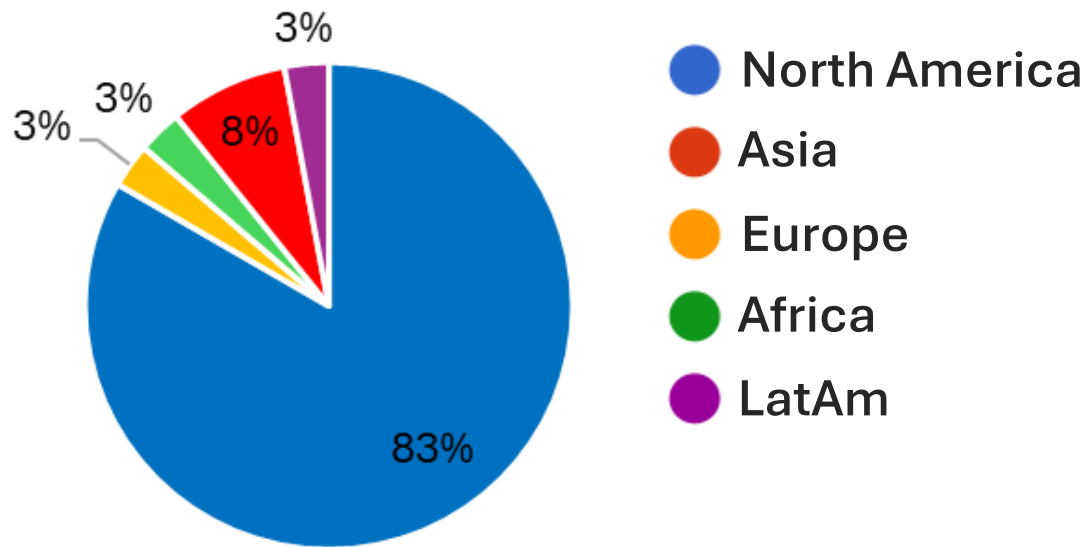


# Quality is the biggest criteria for selecting providers

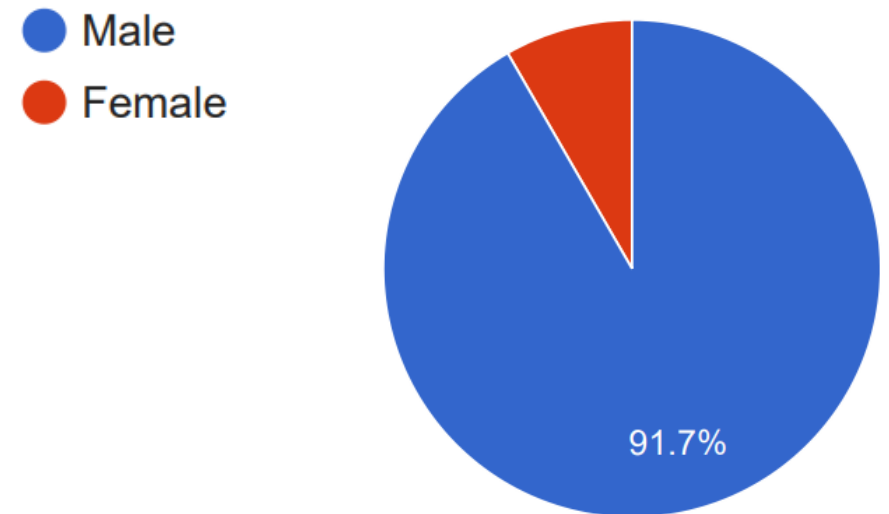


# Respondent demographic - 1/2

## Regions

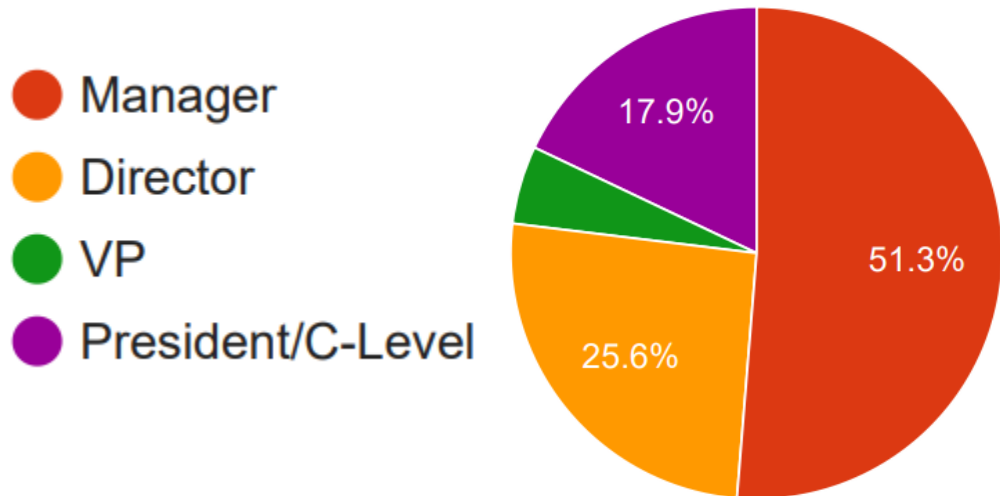


## Gender

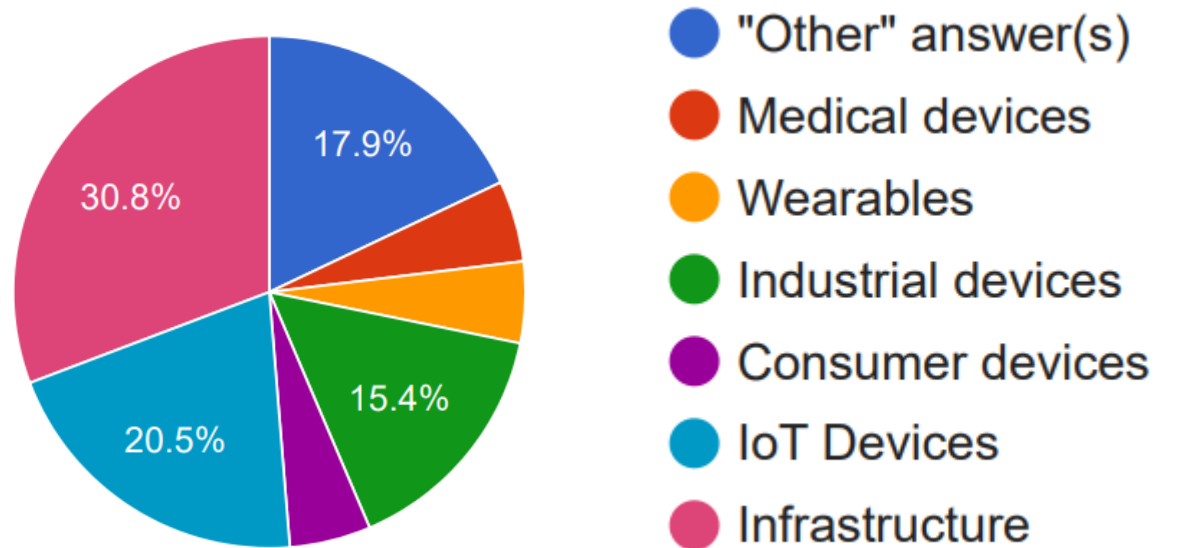


# Respondent demographic - 2/2

## Job Level



## Primary Market Focus



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