

Plenary Speech 1P.1

A perfect world, on a chip

Tuesday, March 27

9:15am-9:45am



Sanjiv Taneja

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The business impact of product quality is reflected in key metrics such as market share and revenue growth, profit margin, brand equity and customer satisfaction. Achieving and maintaining complex product quality is an increasing challenge as time to market shrinks and performance increases in nanometer technologies. EDA has a significant role to play in enabling high product quality, including quality-by-design with full manufacturing awareness in the design flow from micro-architecture to mask layout; the validation of product quality as products get tested in the manufacturing floor; and the closed loop corrective action to DFM infrastructure driven by yield diagnostics.

About Sanjiv Taneja

Sanjiv Taneja is vice president and general manager of Encounter Test at Cadence Design Systems. Prior to assuming this responsibility about two years ago, Sanjiv held a variety of engineering management and marketing roles at Cadence. He started his EDA career at Bell Labs, Murray Hill, New Jersey, where he worked on a wide spectrum of EDA technologies. Sanjiv holds an MBA degree from New York University, an MS degree in computer science from Ohio State University, and a BS degree in Electrical Engineering from the Indian Institute of Technology in New Delhi.