## Design Challenges Ahead

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## Marco Casale-Rossi

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Big Data

# **DOME** The Ultimative Big Data Challenge

HE REAL PRINT PLANTING

washapasha

Dr. Ton Engbersen,

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# SKA 1-2: What is it?







AST(RON

~0.25M Antennae .5GHz-1.7GHz.

~3000 Dishes

3GHz-10GHz.

Next generation radio astronomy: SKA-1: Start of deployment 2020 SKA-2: Start of deployment 2022+

SKA = Square Kilometer Array



#### AST(RON

#### What does this mean?



# A bit of IT- & Technology History...



# A bit of IT- & Technology History...

**Transistors per Microprocessor Chip** 



#### "Microprocessor Clock Speed(KHz)"



# Big Data:



# Parallelism

("the end of software developers paradise")





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Description	Xeon $3.6~\mathrm{GHz}$	Core2	$3.2~\mathrm{GHz}$	Cell/B.E.
ITK	62678.5		28698.1	-
Restructuring	3326.3		1067.6	-
Temp buffering	2552.6	$\mathbf{X}$	813.6	-
Field grouping	2075.5	2	642.5	-
Gradient grouping	1259.8	ô	407.9	-
Image LUT	1083.4	Õ	351.0	1806.3
Manual vectorization	789.9	ပ်	243.6	669.5
Optimized load	-		\-	333.8
Parallelism 1 Chip	-		63.3	43.5
Parallelism 2 Chips	401.4		-	.23.14
Double Buffering	-		-	23.11

Tab. 6.1: Runtime per voxel and iteration in nanoseconds depending on optimizations and platform. The Intel Xeon processor was manufactured in 90 nm technology like the Cell/B.E. processor. The Core2 is a more recent x86 processor of the 45 nm generation.



## Storage tiers:

Data units assignment example (1000 100GB chunks)

("the end of system developers paradise")





#### **µ-server:** ("the end of hardware developers paradise")



# The Problem:

Contemporary Microprocessor: 2000 Page manual

FD-SOI, RRAM, MRAM, TDS, 3DICS, 3D, SAR, CNT, SRAM, DRAM, DDRx, STRAM, SDRAM, NVRAM, OxRAM, PCRAM, CBRAM, SSD, HDD, TAPE,....

→We need more formalism enforcing tools to deal with this!
→(as the average engineer can keep 4-5 "things" in his head.)

# **Rolf Ernst**

# TU Braunschweig







# Vincent Peiris

# EM Microelectronic







# Massimo Vanzi

# Entrepreneur







#### **DESIGN CHALLENGES AHEAD**

#### **My lesson learned and guidelines**

Massimo Vanzi e-mail: massimo.vanzi@gmail.com www.italianangels.net

## What is Italian Angels for Growth (IAG)



Italian Angels for Growth (IAG), the largest *Business* Angel Group in Italy, born in 2008 as a non profit association with 9 founder members. Today it counts **120** investors.



We screen 300+ investment opportunities a year from 5 European countries so far. Closed 41 investments. 24 startup in our portfolio. Raised 22,3 M€, invested 11M€, co-invested 21M€.

#### IAG is managed only by individual investors.

#### **Portfolio by sector**



#### **Update March 2014**

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# Where startup ideas get started



67%+ of startup ideas exit in some way from universities or applied research centers. How to be more efficient and effective?



#### **Research and Innovation**



It is rather easy to convert good money into good research, Much more difficult to convert good research into good money

# We are not able to value our technologies and people



# **ITALY: KEY ISSUES – EUROPE?**

#### Issues I've seen in my last five years in IAG, limiting the birth of innovative high tech startups in Italy:

- Too much technology focus, business is not made by technology, technology enables in some cases good business, there is no direct connection between good technology and good business
- Lack of a real entrepreneurial approach and of a sound risk taking attitude
- Lack of company culture and market approach in our R&D teams
- Difficult to create the starting team with the necessary credibility
- Quality of pitch and business plans
- Lack of management expertise to support Execution
- Obstacles in Exits due to lack of a large company substrate and of a modern stock market

#### Some Final Personal Recommendations

- Close or strongly reduce the large existing gap between research and market deployment; apply much more market oriented **filters** to the development of technological projects;
- build product manufacturing experience, very often innovative products do not find a market path due to too expensive manufacturing requirements;
- develop and promote cost sensitivity in research/design engineers; too often research engineers and managers are used to ask for money for their own research activity as if money would be a "given" that needs, under any circumstances to be spent for the technology development;
- identify, facilitate and develop entrepreneurial thinking in our students and research teams, this being overall the very first missing skill in our technical people, specifically in Europe. They are not or too rarely with the right entrepreneurial skill and risk taking attitude.

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#### **My lesson learned and guidelines**

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