

Cisco 9971 IP Phone

Reverse Costing Analysis

by System Plus Consulting

December 2010

Analyze the cost of projects at the R&D level
Enhance the negotiation power of purchasing managers
Benchmark competitor's products

System Plus Consulting is proud to publish the reverse costing report of the 9971 IP Phone supplied by Cisco.

The Cisco Unified 9971 is a high-end IP Phone featuring a 6-inch color touchscreen display. High-definition voice, desktop Wi-Fi connectivity, Gigabit Ethernet are available. Accessories, sold separately, include a Video Camera and an IP Color Key Expansion Module.

This report provides complete teardown of the Phone with:

- Detailed photos
- Material analysis
- Assembling Process Flow
- In-depth economical analysis
- Manufacturing cost breakdown
- Selling price estimation

The report is delivered with a PowerPoint file (96 pages) including all the results, photos and comments, and an Excel file which enables you to modify some parameters (prices, rates, ...) to analyze their influence on the results.



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Main Characteristics

The course of the analysis

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- Accessories included
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- Handset Board

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- Assessing the Bill Of Material (BOM) Cost
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ABOUT SYSTEM PLUS CONSULTING

System Plus Consulting is specialized in the **cost analysis** of electronics from **semiconductor devices** to **electronic systems**. Around this main line System Plus Consulting developed a complete range of services and costing tools to provide **in-depth production cost studies** and estimation of the **objective selling price** of the product.

COSTING SERVICES

- ✓ **On demand Reverse Costing studies** are performed on ICs, ASICs, MEMs, Power Devices, ECUs, electronic boards and full electronic systems
- ✓ **The catalog of available reports** includes cost analyzes on MEMS, Electronic components and Electronic systems (Telecom terminals, Power systems, Consumer products)

All these studies are performed using in-house developed costing tools and their technological databases.

COSTING TOOLS

Software

- ✓ **IC Price+** to calculate to cost of any integrated circuit
- ✓ **SYS.Cost** which is a powerful costing tool for electronic boards and systems

Costing Models

- ✓ Easy to use Excel-based models
- ✓ **Available now:** Board Assembly – System in Package – System on Chip – Memory Chip – Smart Card
- ✓ Other costing models can be developed according to customer specification

Cost Simulation Tools

- ✓ Powerful flow builders including exhaustive databases to simulate a device processing cost
- ✓ **Available now:** MEMS CoSim+ • IGBT CoSim+ • SiC CoSim+ • LED CoSim+ • TSV CoSim+ • PV CoSim+ (photovoltaic)

