

# Huawei E5372

## Mobile 4G WiFi Hotspot

**HUAWEI E5372 Mobile WiFi is a high-speed packet access mobile hotspot. It is a multi-mode wireless terminal for SOHO (Small Office and Home Office) and business professionals.**

With the emergence of 4G Network and the growing number of smartphones or tablets, the Mobile Hotspot market is expected to know a fast increase during the next years. Huawei as a global ICT solutions provider is a leader on this market. The company introduced last year the E5372 device, its high-end 4G mobile hotspot. With download peak rates of up to 150 Mbps, the E5372 supports LTE Cat4, as well as the 5 and 2.4 GHz channels.

The modem is equipped with external dual antenna support and a 1.5" TFT-LCD screen. It is supplied with a Li-Ion Battery ( 1780mAh/3.7V) and a Power Adapter.

How Huawei manage to integrate an advanced RF Tuner in a device supplied to a distributor price around \$150? Based on a complete teardown analysis, the report provides the bill-of-material of the product, an estimation of the production cost of the modem as well as physical and economical analysis of main chips.

### REVERSE COSTING ANALYSIS

REPORT BY 

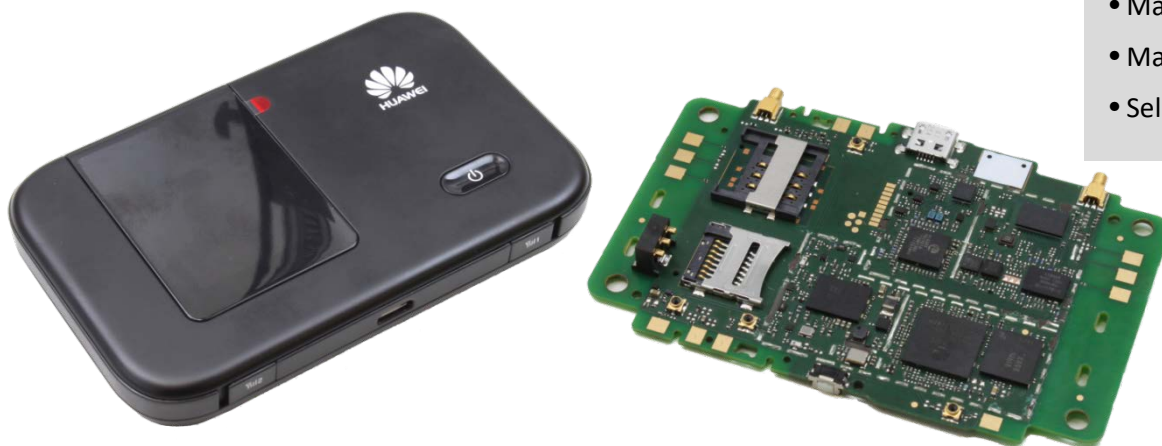
Huawei E5372 4G Hotspot  
106 pages  
April 2014  
Pdf file  
Xls file

### PRICE :

Full report: EUR 1,990

### COMPLETE TEARDOWN WITH:

- Detailed Photos
- Manufacturing Process Flow
- Manufacturing Cost Analysis
- Selling Price Estimation



## TABLE OF CONTENTS

### Overview/Introduction, Huawei Company Profile, Main Features

#### Physical Analysis

- Views and Dimensions of the Packaging
- Package Opening
- Views and Dimensions of the Power Adapter
- Power Adapter opening
- Power Adapter Electronic board
- Views and Dimensions of the System
- System Opening
- Details of the battery
- Electronic Board
  - ✓ Main Board – Top Side – Global View
  - ✓ Main Board – Top Side – High Definition Photo
  - ✓ Main Board – Top Side – Components Markings
  - ✓ Main Board – Top Side – Components Identification
  - ✓ Main Board – Bottom Side – Global View
  - ✓ Main Board – Bottom Side – High Definition Photo
  - ✓ Main Board – Bottom Side – PCB Markings
  - ✓ Main Board – Bottom Side – Components Markings
  - ✓ Main Board – Bottom Side – Components Identification

### Cost Analysis

- Accessing the BOM
- Estimation of the cost of the PCBs
- Estimation of the cost of the TFT-LCD Display
- Chipset Estimation (Broadcom, HiSilicon)
- BOM Cost - Electronic Boards
- Estimation of the cost of the Housing Parts
- BOM Cost – Housing
- BOM Cost - Packaging
- Material Cost Breakdown
- Accessing the Added Value (AV) cost
- Electronic Board Manufacturing Flow
- Details of the Electronic Board AV Cost
- Details of the Housing AV Cost
- Details of the Packaging AV Cost
- Added Value Cost Breakdown
- Manufacturing Cost Breakdown

### Estimated Price Analysis

- Estimation of the Selling Price - EMS
- Estimation of the Selling Price - Huawei

# ORDER FORM

Please process my order for "Huawei E5372 Mobile 4G Hotspot" Reverse Costing Analysis:

Ref.: SP14169

Full Reverse Costing report:

EUR 1,990\*

\*For price in dollars please use the day's exchange rate

\*All reports are delivered electronically in pdf format

\*For French customer, add 20 % for VAT

## SHIP TO

Name (Mr/Ms/Dr/Pr):

Job Title:

Company:

Address:

City: State:

Postcode/Zip:

Country\*:

\*VAT ID Number for EU members:

Tel:

Email:

Date:

Signature :

## PAYMENT

**DELIVERY on receipt of payment:**

**By credit card:**



Number: |\_|\_|\_|\_|\_| |\_|\_|\_|\_|\_| |\_|\_|\_|\_|\_| |\_|\_|\_|\_|\_|

Expiration date: |\_|\_| / |\_|\_| Card Verification Value: |\_|\_|\_|\_|

**By bank transfer:**

**HSBC** – CAE- Le Terminal -2 rue du Charron- 44800 St Herblain France  
BIC code : CCFRFRPP

**In EUR**

Bank code : 30056 - Branch code : 00955 - Account : 09550003234  
IBAN : FR76 3005 6009 5509 5500 0323 439

**In USD**

Bank code : 30056 - Branch code : 00955 - Account : 09550003247  
IBAN : FR76 3005 6009 5509 5500 0324 797

**Return order by:**

FAX: +33 (0)253 55 10 59

MAIL: SYSTEM PLUS CONSULTING  
21 rue La Nouë Bras de Fer  
44200 Nantes – France

**Contact:**

sales@systemplus.fr, Tel: +33 (0)240 18 09 16

Our prices are subject to change.

Please check our new releases and price changes on [www.systemplus.fr](http://www.systemplus.fr)

The present document is valid 6 months after its publishing date: March 06<sup>th</sup>, 2014.

## BILLING CONTACT

Name: .....

Email: .....

Phone: .....

## ABOUT SYSTEM PLUS CONSULTING

System Plus Consulting specializes in the **cost analysis** of electronics, from **semiconductor devices** to **electronic systems**, and has developed a complete range of services and costing tools to provide **in-depth production cost studies** and to estimate the **objective selling price** of a 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, LEDs, Modules and Electronic systems.

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

### COSTING TOOLS

#### « Purchaser » tools

- ✓ IC Price+ to estimate the cost of any integrated circuit
- ✓ Power Price+ for any power component or module
- ✓ SYS.Cost
- ✓ PCB Price+ for printed circuit boards
- for electronic boards and systems

#### Cost Simulation Tools, process flow based

- ✓ MEMS CoSim+
- ✓ LED CoSim+
- ✓ TSV CoSim+ (thru silicon vias)
- ✓ Power CoSim+
- ✓ Sapphire CoSim+

Other costing models can be developed according to customer specifications

Distributed by



Performed by



# TERMS AND CONDITIONS OF SALES

## 1. INTRODUCTION

The present terms and conditions apply to the offers, sales and deliveries of services managed by System Plus Consulting except in the case of a particular written agreement.

Buyer must note that placing an order means an agreement without any restriction with these terms and conditions.

## 2. PRICES

Prices of the purchased services are those which are in force on the date the order is placed. Prices are in Euros and worked out without taxes. Consequently, the taxes and possible added costs agreed when the order is placed will be charged on these initial prices.

System Plus Consulting may change its prices whenever the company thinks it necessary. However, the company commits itself in invoicing at the prices in force on the date the order is placed.

## 3. REBATES and DISCOUNTS

The quoted prices already include the rebates and discounts that System Plus Consulting could have granted according to the number of orders placed by the Buyer, or other specific conditions. No discount is granted in case of early payment.

## 4. TERMS OF PAYMENT

System Plus Consulting delivered services are to be paid within 30 days end of month by bank transfer except in the case of a particular written agreement.

If the payment does not reach System Plus Consulting on the deadline, the Buyer has to pay System Plus Consulting a penalty for late payment the amount of which is three times the legal interest rate. The legal interest rate is the current one on the delivery date. This penalty is worked out on the unpaid invoice amount, starting from the invoice deadline. This penalty is sent without previous notice.

When payment terms are over 30 days end of month, the Buyer has to pay a deposit which amount is 10% of the total invoice amount when placing his order.

## 5. OWNERSHIP

System Plus Consulting remains sole owner of the delivered services until total payment of the invoice.

## 6. DELIVERIES

The delivery schedule on the purchase order is given for information only and cannot be strictly guaranteed. Consequently any reasonable delay in the delivery of services will not allow the buyer to claim for damages or to cancel the order.

## 7. ENTRUSTED GOODS SHIPMENT

The transport costs and risks are fully born by the Buyer. Should the customer wish to ensure the goods against lost or damage on the base of their real value, he must imperatively point it out to System Plus Consulting when the shipment takes place. Without any specific requirement, insurance terms for the return of goods will be the carrier current ones (reimbursement based on good weight instead of the real value).

## 8. FORCE MAJEURE

System Plus Consulting responsibility will not be involved in non execution or late delivery of one of its duties described in the current terms and conditions if these are the result of a force majeure case. Therefore, the force majeure includes all external event unpredictable and irresistible as defined by the article 1148 of the French Code Civil?

## 9. CONFIDENTIALITY

As a rule, all information handed by customers to system Plus Consulting are considered as strictly confidential.

A non-disclosure agreement can be signed on demand.

## 10. RESPONSABILITY LIMITATION

The Buyer is responsible for the use and interpretations he makes of the reports delivered by System Plus Consulting. Consequently, System Plus Consulting responsibility can in no case be called into question for any direct or indirect damage, financial or otherwise, that may result from the use of the results of our analysis or results obtained using one of our costing tools.

## 11. APPLICABLE LAW

Any dispute that may arise about the interpretation or execution of the current terms and conditions shall be resolved applying the French law.

If the dispute cannot be settled out-of-court, the competent Court will be the Tribunal de Commerce de Nantes.