

Indian engineers ambitious & impatient: Analog Devices

'It's Crucial To Firm's Success, Given The Need For Innovation'

Akhil George & Sujit John | TNN

Bengaluru: Analog Devices Inc (ADI) president and CEO Vincent Roche says a shift is taking place from the West to the East in semiconductor development.

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that I have no doubt. I intend to tap into the huge talent pool that exists not only for silicon, but for software, machine learning, and all the systems engineering," he told TOI in an exclusive interaction.

He said the company does not view India anymore as a design site. India, he said, is a site where the company will do many complete things, moving towards complete technology development, complete



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product development, product definition. "And also over time we will run some of the businesses out of here. So it has become a bigger and bigger piece, people have more autonomy here for where we play, how we win, what talent we need. So that's my vision for India," he said.

Roche said there are people in India working on leveraging cloud activities in products. "And we are in the early stages of incorporating artificial intelligence (AI) and ML as well. AI and ML won't work if you don't have the data and we create that data by playing at the edge - the intersection of the physical and digital world - which is a very strategic location," he said. ADI does chips

that go into cars' camera and radar systems, into machines in factories to understand their condition and send alerts for predictive maintenance.

Asked about some of the most impactful work done out of India, Roche said that in the earliest days of the Bengaluru centre, work was largely around consumer type products, sophisticated sound processing and video processing for very high-end consumer goods, and enterprises. "That technology is now used in mid and high-end car audio systems. The wiring structure, where we increased the level of sophistication of the electronics, decreased the level of need in the cabling systems. Our digital signal processors

are a big piece of the identity of the company. That whole activity is here now, whether it's for consumer, for automotive," he said.

Sai Krishna Mopuri, MD of Analog Devices India, said he was particularly proud of the way the company has evolved in the last 20 years from thinking about silicon to now thinking about problem setting and then developing a solution to the problem and delivering it.

Roche said people in India want to run to the opportunity. "They are very ambitious, there is an impatience level, and people here don't see many boundaries, they are very open minded. I view that as a very important part of progressing ADI in future. Speed, complexity are increasing, speed of innovation is increasing and I'm making a bet that India is going to be very important to dealing with the complexity, boiling down the complexity that the customers are dealing with, in increasing the speed of innovation. The desire to learn here is very, very strong. Learning agility is probably the one thing that separates very successful companies from not so successful companies," he said.