How ADI helps you lead through disruption

NextMove

ADI Executive Guide
Business leaders across every sector are confronting daunting questions about how technology disruption and converging industries will impact their markets.

From autonomy to AI, the most powerful sector transformations are being shaped now, at the intersection of physical and digital worlds: Vehicles that “sense” the streetscape; systems that “read” heat, light, pressure and sound; machines that “learn” from their environment. Where some see confounding complexity, we deliver extraordinary ways to create new value, fuel growth, and reshape competitive advantage.

We are Analog Devices (ADI) – the world’s leading technology development company, converting real-world phenomena into insight that transforms our customers’ industries. Fifty years plus of ground-breaking digital/physical solutions has taught us an essential business lesson. Don’t fear disruption – lead it.

This ADI Executive guide outlines ways to ensure your business thrives in this age of disruption. And we’re your ally to make it happen... ahead of what’s possible.
Deciphering disruption

CEOs around the world are alert to emerging potential for disruption

**Impact of AI:**

85% of CEOs globally agree that AI will significantly change the way they do business in the next five years.

Source: PwC 22nd annual global CEO survey

**How ADI makes AI smarter for you**

Yes, everybody agrees AI is coming. It represents the prime accelerator of the digital transformation that’s disrupting many major industries. But you can’t efficiently teach a car to be autonomous, or create the smart factory of the future equipped with sophisticated robotics, if your data isn’t of the highest quality. And that is precisely what we provide. ADI makes AI-fuelled innovation possible because we ensure that your systems are capturing the most precise data and creating “intelligence” based on relevant analytics and actionable insights.
While every business challenge is unique in its own way, bridging the gap from “now” to “next” takes special know how.

**Industry convergence:**
64% of companies outperforming the market expect competition to come from a different industry.

Source: IBM Institute for Business Value study of 5,200 C-suite executives

**Leverage ADI’s cross-domain expertise**
Leaders who want to outperform the market must be adept at creating “ecosystem” advantages. Because ADI develops leading technologies for so many sectors – from automation and transportation to healthcare and communications – our cross-domain expertise enables us to integrate next-generation advances from diverse fields. We can pinpoint the sweet spot at the intersection of industries because of ADI’s bench strength of industry-renowned experts as well as partnerships in key disciplines and domains. Leveraging ADI’s unique marriage of deep expertise and cross-pollinating experience can generate extraordinary ecosystem value for your business and help you counter competition from different industries.
Start with tough questions that really matter.

Collaborating with customers across every industry, we’ve found that the biggest breakthroughs start with high-stakes, thorny questions. What are the barriers that are holding back your business? Where are the “If only...” opportunities?

| Healthcare |
| How will we reduce cables in our hospitals’ ICUs to reduce infection risks?

| Mobility |
| What will it take to boost the range of our electric vehicles to 400 miles and drive mass adoption?

| Industry 4.0 |
| Are there options to make our factories more productive and future-proof our existing infrastructure?

| 5G Communications |
| How will we reduce our cities’ traffic congestion and pollution?

| Space |
| How do we commercialize space? |
Master the physical/digital divide

Computers can’t see, hear or feel the real world on their own. Across all sectors, translating physical realities and vital signs – temperature, sound, light, motion and more – into usable digital information and actionable insights is the “skeleton key” that unlocks industry-leading transformations. Enabling devices with human-like sensing and interpretation capabilities, in real-time, with no interruptions is the essential ingredient that makes disruptive technologies like autonomous machines and AI possible. ADI’s ability to marry sensors with sophisticated analytics means you get insights that are designed to be easily actionable – whether to accelerate your path to Industry 4.0, Digital Health, 5G, or Level 5 vehicle autonomy.
The DNA of innovation

ADI’s unique, powerful suite of capabilities adds value across the entire signal chain.

ADI’s strength lies not only in the breadth of our capabilities but how, as a set, they enable holistic problem-solving. The best solutions don’t always require the highest accuracy and speed – it’s the right accuracy and approach for the challenge that matters. Over-designing capabilities incurs unnecessary cost. Underspecifying leaves performance on the table. The spectrum of expertise we deliver enables us to identify the best options for our customers’ applications.
Analog Devices is the only electronics technology developer that converts the full complexity of real-world phenomena into precise, secure, real-time data, analytics and insights. From the rigors of space exploration to miniature health monitoring wearables, we’ve developed more measurements, with more precision, to meet our customers’ hardware, software and algorithm demands. And thanks to our pioneering RF technology, we’re able to connect that data, securely, to cloud-based communications – even in the harshest, most complex environments.

How ADI’s expertise converts real-world phenomena into insight that transforms our customers’ industries:

What in the world do you need to monitor? Heart rate, temperature, light, motion, moisture, velocity, vibrations, volume, frequencies, power... whatever the signals, we have ways to sense and measure them.

ADI’s suite of capabilities and cutting-edge technologies enable us to sense, measure and interpret signals with domain-relevant algorithms. Power and security are an integral part of developing smart solutions.

Our world-renowned leadership in RF and signal processing has put us at the forefront of 5G and beyond. Working across domains, from aerospace and autonomous machines to personal wearables, ensures that ADI’s expertise for optimal connectivity in the most challenging environments is second to none.

From the world to the “fog” or the “cloud,” create real-time, actionable insights with ADI’s robust analytics. Better quality data means more effective predictive systems, machine learning and artificial intelligence.
Take a holistic approach to innovation

As industries converge, designing solutions in silos becomes a major barrier to innovation. Market-leading autonomous vehicles, for example, must meld together disparate types of systems: 5G and other advanced communications; disparate no-latency sensor technologies (RADAR and LIDAR); vital signs monitoring for passengers; next-generation sound and video components; cyber-security systems; as well as electrification and battery storage solutions.

In digital health, expertise in audio, motion detection, communications, power and small form factors are the new essentials. Industry 4.0 automation must marry machine monitoring with predictive analytics as well as synchronize the motion of cobots with human safety standards. Each sector requires an integrative, 360° approach to innovation that brings together the best of technologies across sectors with deep sector know-how.

ADI’s ability to adapt our capabilities in ingenious ways to tackle big challenges is rooted in our team of engineers, scientists and domain experts who intimately understand the markets we serve. That kind of catalytic collaboration enables us to work with clients to reimagine what’s possible.
Work with allies dedicated to your success

Harnessing the power of physical world insights, in real-time, is transforming businesses in every sector. We know because we’ve helped our customers create disruption-driven competitive advantage in so many industries. Bring us your toughest challenges, from the clinical to the mission-critical. We tackle problems that defy one-dimensional solutions; that demand “next practices” because the status quo just won’t do.

When sector experience alone can’t solve new system-level problems, we’re the ally to count on for ground-breaking solutions; faster time-to-market options; and future-proofing your investments. That’s why the world’s most ambitious businesses look to ADI as an invaluable ally in bringing vanguard solutions to market... ahead of what’s possible.

The ADI Advantage

Cutting edge technologies:
With over 7,300 patents worldwide plus $4 billion investments in research and development over the past 5 years, ADI is continually advancing its technology edge.

Fusion of capabilities and domain expertise:
Integrating our analog-to-digital capabilities with domain depth across a wide spectrum of arenas – including industrial systems, autonomous machines, 5G communications, and digital health – is a powerful accelerant for breakthroughs.

Expert teams:
World-renowned Fellows and recognized domain experts work collaboratively with customers to adapt our vast capabilities to exactly the problem at hand.
Analog Devices: Profile

Corporate Snapshot
Founded: 1965
Patents: 4700+
R&D investment since 2008: $4 billion
Employees: 15,000 worldwide
Global reach: 20+ countries
Design Centers: ~45
Listings: Nasdaq:ADI

Business Units
Aerospace and Defense
Automotive Electrification
Autonomous Transportation
Communications
Consumer
Energy
Healthcare
Industrial Automation
Instrumentation
Power

Capabilities
Sense: Capture precision data in demanding environments
Measure: Turn data points into actionable information
Interpret: Embed algorithms to enable insights
Secure: Embed security where data is born
Connect: Deliver reliable communication in challenging contexts
Power: System-level power management

Industry Recognition
Technology Leadership
Forbes: Top 100 Global Digital Companies
Management Leadership
Wall Street Journal: Management Top 250
Corporate Citizenship
Corporate Knights: 100 World’s Most Sustainable Corporations
Employee Satisfaction
Forbes: America’s Best Large Employers

FY18 Revenue: $6.2 Billion*
~86% derived from business-to-business markets of industrial, communications, and automotive
50% Industrial
14% Consumer
16% Automotive
20% Communications

*FY18 revenue is presented on a non-GAAP basis. See Schedule E of the 4Q18 earnings press release for a reconciliation of non-GAAP revenue to GAAP revenue and Schedule D of the 4Q18 earnings press release and 4Q18 web schedules for further information about revenue by end market.

Presence in over 20 countries to provide direct sales, field application engineers, distribution, design and technical support worldwide
Make your move

Don’t fear disruption – lead it.

Learn more:
analog.com/breakthrough