



D&R announces a new release of its IP CRM station deployed by Dolphin Integration

SHANGHAI, China – September 1, 2011 -- At the [IP SoC Day in Shanghai](#), D&R releases a new version of its IP Provider Station with emphasis on Customer product Delivery management.

Gaining from the experiences in advanced product catalogs supporting dedicated views for design and marketing/sales managers, D&R has applied the same flexible formatting technology for creating IP management panels on top of multiple DBs. The set of powerful field types (text, attributes, images, hyperlink etc) previously used for the catalogs is extended through a specific "Bridge" type allowing to import relevant data from connected DBs such as client DB, delivery DB, bug DB etc. As a result a comprehensive IP management platform combining the product catalogs, these management panels are now offered to IP providers.

This leads to an "on the shelves" innovative integrated IP management platform where a broad global view is provided for marketing and sales managers avoiding tedious multi DB direct access or old style Excel spreadsheet manipulation.

These extensions have been experienced and enhanced through a tight cooperation with Dolphin Integration for handling Customer Relation Management for their broad product portfolio.

"We are excited to see how easily we can now share our product information corporate-wide and follow-up user delivery. We believe that this platform outperforms any internally developed tool in terms of cost and ease of use", quoted Claire Genevey, Public Relation Manager from Dolphin integration.

"It a great satisfaction to see our IP management platform enhanced and adopted by a major IP provider. More IP providers should benefit from it" added Gabriele Saucier, CEO of D&R

About Design And Reuse (D&R)

Founded in 97, D&R became the worldwide leader as a web and a B2B portal (www.design-reuse.com) in the IP/SoC field. With its 70,000 Absolute Unique Visitors / Month (source: Google Analytics), 15,000 daily updated IP/SOC products descriptions, its News broadcast to 35,000 subscribers and the ongoing client/provider matching activity D&R web stays unique worldwide. Recently D&R opened a portal extension <http://www.dr-embedded.com/> dedicated to Global Solutions including advanced search on resources such as Embedded Software, O.S, Platform and moreover offering the first on line Embedded Software sales opportunity.

Based on its 14 years experience, D&R licenses a Java/XML multi-application, configurable enterprise platform offering the most innovative and straightforward solution for Web IP cataloguing, Customer relation Management for IP providers, internal Design Reuse Platform and External IP suppliers management.

D&R IP SoC Days, Shanghai Event : <http://www.design-reuse.com/ipsocdays/shanghai/>

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About Dolphin Integration

Dolphin Integration (www.dolphin-integration.com) is up to their charter as the most adaptive and lasting creator in the Microelectronics Design Industry to "enable mixed signal Systems-on-Chip". It stars a quality management stimulating reactivity for innovation as well as independence and partnerships with Foundries. Their current mission is to supply worldwide customers with fault-free, high-yield and reliable sets of CMOS Virtual Components. The strategy is to follow product launches with evolutions addressing future needs, emphasizing resilience to noise and drastic reductions of power-consumption at SoC level, thanks to their own missing EDA solutions enabling Support Engineering with Application Hardware Modeling as well as early Power and Noise assessment, plus engineering assistance for Risk Control.

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