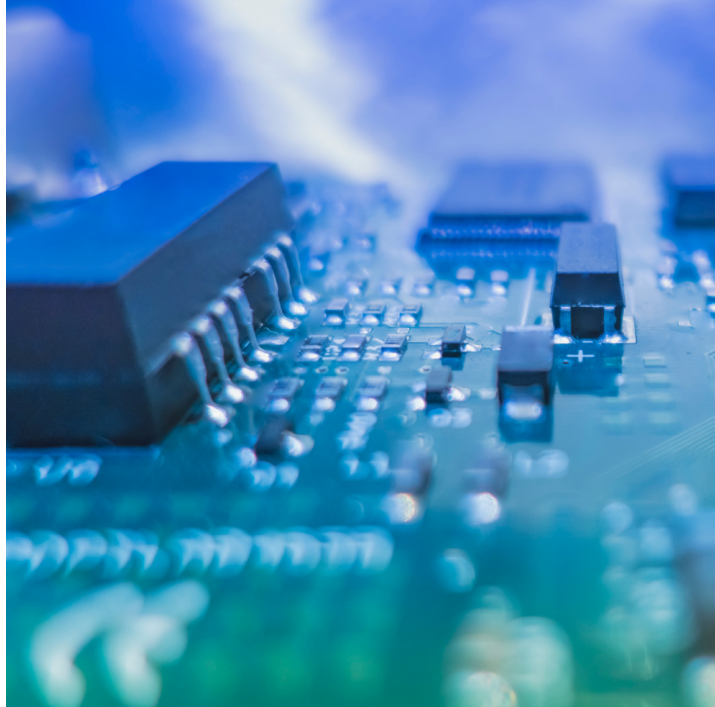


Reshaping product development in a highly dynamic semiconductor market



CUSTOMER BENEFITS

1

Global standard process for product development and engineering changes

more than **40%**

FTE efficiency increase for engineering change management

2

new product introductions enabled through scalable processes

CHALLENGES

In a **highly dynamic semiconductor market**, **developing advanced products while preparing for serial production** is essential to **gain a first-mover advantage and secure market share**. Especially, in cost-intensive countries, time is of the essence to differentiate a company through fast developments and market introductions.

SOLUTIONS

To optimize critical product-related processes:

- We compared the client's **Product Development and Engineering Change Management processes** to best practices from other industries
- Afterward, we **categorized identified potentials based on the fit** with the client's specific business model and **transformed them into actionable project measures** for implementation
- We **developed the PLM strategy from an IT perspective** according to the client's new processes

KEY DELIVERABLES



Implemented Product Dev. Process

Process description to increase product development performance in quality & efficiency



Implemented Engineering Change Mgmt. process

Process and IT steering tool to standardize and track engineering changes in series



PLM strategy and implementation support

PLM target picture and roadmap and support during client's implementation