

## Manage Product Portfolio

Product and design lifecycles continue to shrink. To maintain the competitive edge, semiconductor companies are constantly innovating. The race to market has intensified, and companies are having to balance the tradeoff between product performance and speed-to-market. Product introductions are also being timed to meet rapidly changing market needs. Oracle's solutions are tailored to help you successfully develop and profitably commercialize products.

To maximize return on investments, you need to place the right innovation bets at the outset of product development. As outsourced contract design and manufacturing services increase, it becomes essential to streamline all collaboration, across the supply chain, to accelerate development start to end. Semiconductor companies need to have the capability to detect shifts in customer demand and the agility to alter plans to optimize inventories for both increases and decreases in demand. To support the entire product lifecycle management (PLM), the enabling application needs to have the functionality to empower decision making at every stage, from concept to end-of-life, across the entire portfolio of offerings. Oracle's market-leading AgilePLM applications provide this integrated and complete support for semiconductor companies. Only Oracle applications provide the platform to:

- Enable effective design collaboration across OEMs, design houses, and IP partners
- Develop software & hardware components in parallel for SoC
- Incorporate cannibalization and EOL into balancing chipset portfolio

### **Enable effective design collaboration across OEMs, design houses and IP partners**

Product design is today a globalized process and requires all stakeholders to proactively collaborate, often across countries and time zones, to reduce design cycle times. Oracle's multitiered collaboration PLM tools and Product Information Management (PIM) data hub, enables original equipment manufacturers (OEMs), design houses, and IP partners to seamlessly collaborate. Its advanced capabilities and data repository allow sharing the right information, with the right people, at the right time through automated & optimized collaborative business processes. PIM is the foundation for a comprehensive RoHS (Restrictions on Hazardous Substances) solution, and provides the framework to design for compliance. Interactive web access and role based security capabilities let you securely share critical design information such as product specification and computer-aided design (CAD) documents. With Oracle, you can optimize product design cycles while reducing development costs.

Avago reduced the change order cycle times by 40-50% and significantly improved parts data accuracy resulting in efficient operations.

"Oracle is the only company to offer a fully integrated enterprise information solution so you get a full 360 degree view of your customers and your business."

### C. H. Lee

President, Inventec Multimedia & Telcomm

#### Did you know?

- **All of the top 25** Electronic OEMs run Oracle Applications (Electronic Supply & Manufacturing)
- **8 of the top 10** Semiconductor companies run Oracle Applications (Electronic Business)
- **14 of the top 25** High Tech Distributors run Oracle Applications (Electronics Supply & Manufacturing)
- **All of the top 10** Fabless Semiconductor companies run Oracle Applications (Fabless Semiconductor Association)
- **8 of the top 10** Electronic Manufacturing Services (EMS) companies run Oracle Applications (Manufacturing Marketing Insider)
- **22 of the top 25** Software companies run Oracle Applications (Software Magazine)
- **9 of the top 10** Consumer Electronic companies run Oracle Applications

## Develop software & hardware components in parallel for SoC

SoC complexities continue to grow in all aspects: chip design and verification, manufacturing, design quality, on-chip software development, integration and end-user design environment products and support. Semiconductor companies are all about scheduling, starting with product definition and introduction and working backwards through design and the entire supply chain and manufacturing and ending with portfolio management. Any misstep reverberates through the entire planning and scheduling process and can lead to poor customer responsiveness or end in the market failure of a product.

With Oracle Product Lifecycle Management (PLM), you can optimize your product and project portfolios, strategically allocate resources and make smart decisions throughout the lifecycle of products and services. You can also track projects closely across the enterprise, and get instant information about progress, costs incurred and potential bottlenecks. You can run various scenarios to determine how to optimize resource allocation, across multiple projects, while having the visibility to the financial implications. With rising software content for both on-chip firmware and design support software, PLM helps ensure all components needed for product introduction stay in sync and on track and help improve quality in the end, integrated results.

Complementing PLM, Oracle's supply chain solutions provide the necessary features to mitigate risks of the multistep processes and long planning cycles inherent in the semiconductor industry. Oracle lets you generate a single, holistic supply chain plan that provides both short-term detailed scheduling and long-range aggregate planning across foundries, test and assembly houses, contract manufacturers, and OEMs.

For all phases of a product lifecycle, Oracle's real-time sales and operations planning solution, lets you use attribute based chip forecasting, probabilistic design-win-based forecasting, disti-POS based forecasting, and advanced analytics to create accurate forecasts to more profitably balance supply and demand. Oracle enables you to balance your supply chain with from your demand planning leading to agility and maximum customer responsiveness.

## Incorporate cannibalization and EOL into balancing chipset portfolio

Predicting demand for new potential products or product introduction presents unique challenges. Oracle Demantra Demand Management provides several tools to solve these challenges including flexible, multi data set, and attribute based forecasting. Oracle's industry-leading portfolio analytics with synchronized demand and margin forecasts capabilities let you develop a balanced chipset portfolio while accounting for cannibalization and end-of-life effects.

Oracle helps you better manage the chipset lifecycle by leveraging advanced forecasting capabilities. This allows you to understand the real impact of chipset lifecycle and rationalize chipset portfolio to better align with corporate goals.

## Oracle's end-to-end solution

Oracle understands the needs of high technology semiconductor manufacturers. Oracle's comprehensive and pre-integrated business applications help you with faster product ramp-up while driving revenue and margin growth.

## CONTACT US

To learn more, call +1.800.ORACLE1 to speak to an Oracle representative or visit <http://www.oracle.com/industries/semiconductor>

Outside North America, visit [oracle.com/corporate/contact](http://oracle.com/corporate/contact) to find the local Oracle phone number.