Hynix

- **The Company**
  - Revenue: 3,620 Billion KRW($ 3,156 Million) in 2003
  - 2,980 Billion KRW($ 2,591 Million) in 2004 / Half
  - Over 10,000 Employees
  - 3 Worldwide production bases (Korea, USA, China)
  - 17 sales offices in 9 countries
  - Sell Non-Memory business unit to Citygroup Venture Capital in Oct. 2004

- **Major Business Field**
  - Semiconductor (Memory IC)

- **Manufacturers**
  - DRAM
  - SRAM
  - FLASH Memory
Hynix Manufacturing System Overview

Hynix IDM Service

FAB Planning
- Photo
- Etch
- Diff
- Thin Film

Scheduling & Dispatching

Assembly & Test Planning (Next Project)

Global Planning & Capacity Allocation

Demand Planning & Collaborations
Business Challenges

- Need for improve competitive edge and increase response time to market demand
  - Improving productivity.
  - Reducing manufacturing cycle time.
- Need for fast turn around time for new premium products
- Securing ROI in early stages through keep the high utilization of existing resources.
- Establish the strategic decision making system to minimize manufacturing risk (investment, development & sales)

- Retaking No.1 Memory Manufacturing position in the world
**Benefits**

- Increased number of Moves
- Reduced WIP
- On-Time Delivery