Case Study
Hynix

The Company

- Revenue: $22.5 Billion, HQ in Korea
- Worldwide Production Locations: Korea, USA, China

  - Major Business Field
  - Semiconductor Memory
  - DRAM
  - SRAM
  - FLASH Memory

The Challenge

- Need for improve competitive edge and increase response time to market demand. Improving productivity.
- Reducing manufacturing cycle time.
- Need for fast turnaround time for new premium products
- Securing ROI in early stages ensuring high utilization of resources at the same time keeping WIP to minimum.
Establish the strategic decision-making system to minimize manufacturing risk (investment, development & sales)

Solution Overview

Global Planning & Capacity Allocation

Demand Planning & Collaborations

Assembly & Test Planning

The Benefit
- Significant Increase in number of Moves
- Reduced WIP Considerably
- On-Time Delivery Improvement by Double Digits

- Retaking No.1 Memory Manufacturing Position in the World