

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

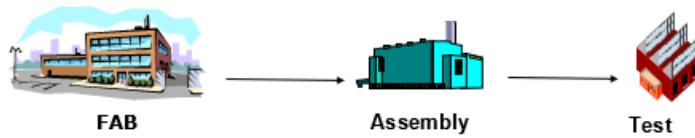
The Challenge

- 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)

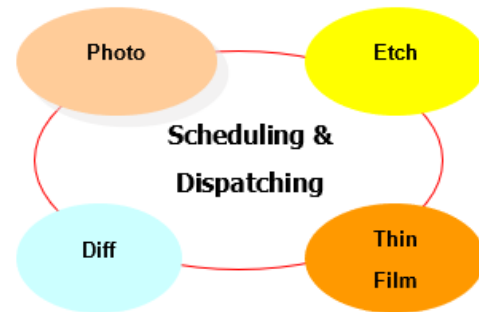
Solution Overview

Global Planning
& Capacity Allocation

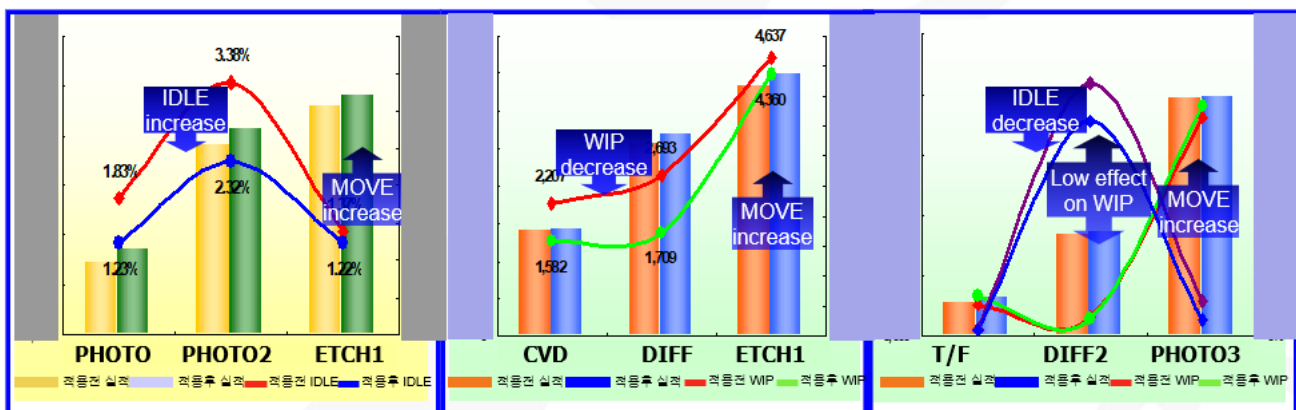


Demand Planning
& Collaborations

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