



Case Study

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



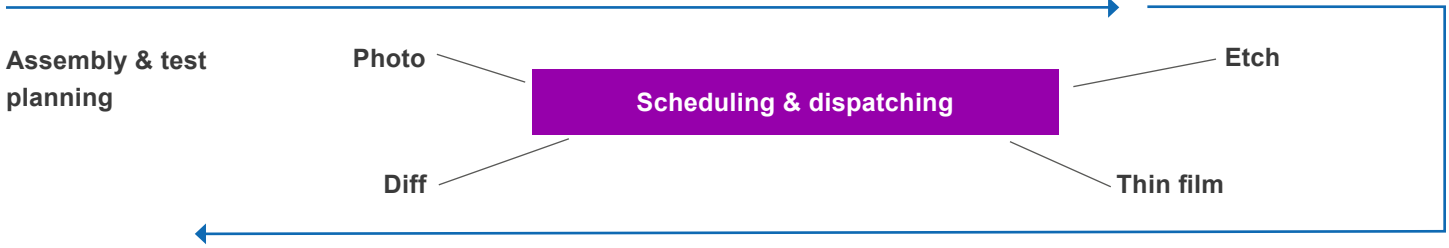
FAB



Assembly



Test



The Benefit

- Significant increase in number of moves
- Reduced WIP considerably
- On-time delivery improvement by double digits
- Increased market share

Retaking one of the top spots in memory manufacturing position in the world

