

Serus IOM Advantage Release 6.5

Bringing Visibility and Efficiency to Semiconductor Operations

Outsourcing offers great efficiencies for fast-growing fabless semiconductor companies, but it also creates significant challenges in terms of operational visibility and control. Serus tackles those challenges head-on with its Intelligent Operations Management solutions. Designed specifically for fabless semiconductor companies that outsource their manufacturing operations, IOM Advantage brings visibility and control to your business, from sales to operations and finance. IOM Advantage enables you to collaborate seamlessly with business partners, exchanging accurate information in real time. It also integrates with your existing financial system and IT infrastructure to give a complete picture of your operations while improving decision-making.

Key Benefits

- Fully integrated Operations Management software solution designed for Fabless Semiconductor companies
- Configurable workflow-based design to support business processes and best practises
- Established connectors to subcontractors and trading partners
- Data collection, cleansing, analytics and reporting

Key Product Highlights

- **Executive Dashboard**
- Quick access to key performance metrics with drill down to supporting detail
- Configurable from a wide variety of pre-built templates
- Configurable alerts with drill down to details, enables management by exception

Operations Execution Suite

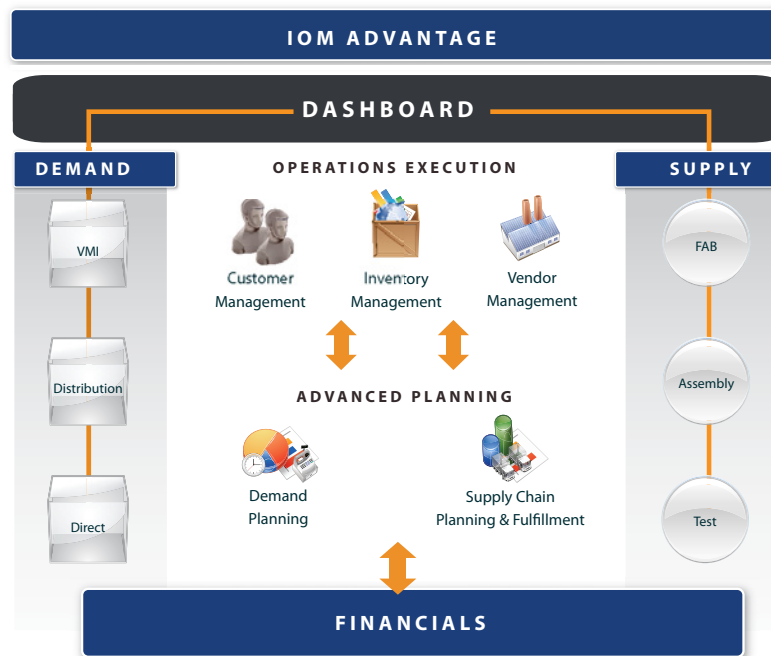
- Improve inventory visibility across global suppliers, facilitating better business decision making
- End-to-end order management supported by configurable workflows
- Complete transaction auditability

Advanced Planning Suite

- Supports build-to-demand or build-to-forecast
- Supply and demand matching

Flexible Solution that Works in Your Environment

- Integrates with your existing environment
- Rapid deployment to production
- Variety of hosting options
- Highly collaborative
- Managed services



The **IOM Advantage Operations Execution Suite** offers customer, inventory and vendor management capabilities. It allows you to maximize revenue and deliver the best service to your customers. It ensures real-time global inventory visibility, improved supplier quality monitoring and provides dashboard alerts for management by exception.

The **IOM Advantage Advanced Planning Suite** offers complete and accurate demand planning as well as supply chain planning capabilities. The IOM Advantage Advanced Planning Suite provides a company-wide view of forecasts, backlog and supply enabling improved fulfillment performance, decreased cycle times and inventory management.

Operations Execution Suite

CUSTOMER MANAGEMENT

- Review bookings, billings and backlog by product, customer, location and time dimensions
- Flexible PICK-PACK-SHIP process for fulfilling orders. Generate commercial invoices for international shipments
- Track the entire fulfillment process from an Operations Workbench that offers access to all activities and documents
- Track POS transactions using detailed distributor workflows for accurate revenue recognition
- Compare actual performance against forecast with data drill down capabilities
- On time delivery reports for performance analysis
- Region level tracking of commissions and splits among sales reps
- Enter order commit dates efficiently and track lot fulfillment of each line item
- Tiered pricing matrix to validate ASP on customer orders
- Full integration to financial systems

INVENTORY MANAGEMENT

- Pre-built connectors to disparate subcontractor data sources with intelligent data cleansing algorithms that fix lot mismatches and data integrity issues
- Exception reports for data management with the ability to perform manual overrides
- Maintain complete lot genealogy and analyze root causes for yield changes, returns and long delivery cycle times
- Validate supplier lot information through data cleansing algorithms based on lot genealogy rules
- Track WIP valuation and cost to monitor financial exposure
- Send work order instructions to trading partners for starts, shipments and holds

VENDOR MANAGEMENT

- Enable quick and accurate global purchase order entry through an easy-to-use web interface
- Support production and non-production purchase orders
- Define automated Purchase Order Requisition approval hierarchy, with role-based approval engine
- Create and modify purchase orders, receipts and invoices
- "Receive as Ordered" functionality to streamline multiple line PO receiving
- Three-Way matching to reconcile vendor invoices, receipts, and purchase orders
- Integrates with invoicing, planning, WIP tracking and 3rd party financial systems

BENEFITS

- Monitor and improve "quote to ship" process through single web based system
- Hard-peg customer orders to improve customer service
- Track cost of sales data to support margin analysis
- Maintain audit trail of changes made to transactions for financial compliance

BENEFITS

- Ensure real time global inventory visibility by automating WIP data loads from suppliers
- Improve productivity and efficiency by eliminating manual inventory reconciliation
- Simplify auditing and book closing with accurate inventory valuation
- Automate starts instructions to suppliers by providing lot level details
- Improve supplier quality and performance monitoring

BENEFITS

- Facilitate preparation for QBRs by tracking supplier performance and variances
- Automate the Purchase Order process to improve productivity and reduce manual activity
- Reconcile operational and financial data using 3-way match and purchase price variances reports
- Maintain traceability of PO changes and approvals for financial audits

Advanced Planning Suite

DEMAND PLANNING

- Enter and modify forecasts through a single unified web based interface
- Upload forecast from sales representatives/distributors/customers over the web
- Collaborate on a group of products internally and share comments with other teams in your organization
- View netted backlog reports against forecasts for a given monthly, weekly or daily time period
- Merge, aggregate and publish forecasts through consensus forecasting workflows
- View aggregate forecasts by product, family, customer and location
- Enter forecasts in monthly, weekly and daily intervals

SUPPLY CHAIN PLANNING & FULFILLMENT

- Model complex supply chains with inverted BOMs, binning, time phased yields, time phased safety stock and capacity constraints
- Generate material requirements for suppliers after netting existing on-hand and on-order
- Exception reports to notify supply demand mismatch
- Prioritize demand based on customers, product and order types; allow users to compare fulfillment scenarios
- Match supply and demand with visibility into the projected inventory over time
- Automatically calculate and report projected out dates for WIP lots and in-transits
- Report accurate starts and outs when communicating build plan with suppliers

SECURITY & PLATFORM

- Data encryption and application security
- Secure, user defined permission and role based access
- Password policy management features
- Support of multiple currencies and languages
- Subscription model with hosted or "On-Premises" deployment

BENEFITS

- Increase forecast accuracy and responsiveness by tracking forecast vs. actual
- Improve supply planning accuracy and timing by aggregating forecasts
- Establish company wide single source of truth for forecasts and demand

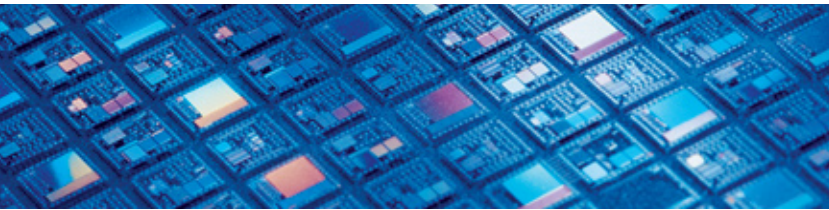
BENEFITS

- Improve customer service levels by analyzing real time changes to demand and supply
- Reduce inventory and expediting costs by synchronizing global demand and supply
- Run "what if" scenarios to analyze supply and demand matching
- Decrease cycle times by better utilizing resources across the supply chain

BENEFITS

- Ensures security of proprietary information
- Enables global operations
- Hosting model reduces internal IT costs while ensuring 24/7 availability, backups, hardware maintenance
- Complete audit trail and traceability' ensures SOX compliance and supports IT audits





Serus Ecosystems of Trading Partners give you an immediate edge.

Serus' IOM (Intelligent Operations Management) solution provides consolidated inventory and work in process data from trading partners, thereby enabling companies to view inventory by location and stage. Serus has standard connectors to the subcontractors that you do business with, enabling you to quickly gather WIP, inventory and other data.

- Pre-built connectors to disparate subcon data sources
- Intelligent data cleansing algorithms that fix lot errors and data integrity issues
- Exception reports for data management with the ability to perform manual overrides
- Track lots through splits, merges, hold and release
- Detailed reports includes Lot Valuation, Costing and Yield information
- Supports XML, EDI, CSV and Excel formats
- Integrate via FTP, Web site downloads, Web services, RosettaNet or e-mail attachments

Serus provides Managed Services to ensure data accuracy

- Set up master data mappings to ensure that the raw subcon data aggregates to the appropriate Operations and Financial stages
- Monitor and ensure clean data uploads
- Manage data exceptions and exception handling
- Run ad hoc reports based on user requirements

Trading Partners

Here's a sampling of the trading partners Serus already works with. Don't see a partner you need on the list? *Just ask.*

FAB

AMS	IBM	BOSCH
TSMC	UMC	XFAB
Chartered	Jazz	Telephus
PolarFab	Dalsa	

ASSEMBLY

Amkor	AITB
ASAT	HANA
Kyocera	Stats ChipPac
Tong Hsing	Carsem
KYEC	UTAC
ASE	SPIL
IST	Open Silicon
Chipmos	STARS
Casio	

TEST

Amkor	Giga
Stats ChipPac	Global Test
HGM	Infinity
Integra	Tong Hsing
AIT	UTAC
Unisem	

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