



## Meets 130% of the forecast for 2010, Q1. Serus enters 2010 on a High Note; Well Positioned for Growth in 2010

Introduces New Functionality, Adds 3 New Customers and Enjoys High Renewal Rate and Industry Accolades.

Due to its high focus on customer service and a product that drives operational efficiencies and cost reductions for customers, Serus enjoyed 94% renewal rate for its subscription offerings in 2009. [Read more:](#)

## Serus IOM ver. 8.0 is Here

*Now more powerful than ever, offering greater functionality*



The IOM 8.0 release of Serus' Intelligent Operations Management product suite for Fabless Semiconductor Companies enhances all modules with significant improvements in usability, functionality and integration to external financial systems.

[Read more:](#)

## Serus' IOMe GMPM Revolutionizes Collaboration with Suppliers

Manufacturing Process Data Management and Collaboration takes down ATMP cycletime from weeks to hours.

Serus's master process data management system provides the ability to manage part, assembly and process master data. Serus allows direct modeling of complex many to many relationships between parts, manufacturing processes, cyclic processes and network based supply chains.

[Read more:](#)

## 3 New additions to Serus family



Serus is proud to announce three newest members of Serus' evergrowing family of customers. [Click on icons to view details:](#)

## Flextronics Deploys LION Solution for Inventory Optimization



“LION has helped Flextronics to dramatically improve efficiency in collaborating with the customer to optimize inventory and service levels. [Read more:](#)”

Jason McLelan,  
Vice President of procurement at Flextronics

### In news

## Smart Modular adopts Serus' LION Suite

By Farzana Rasool  
ITWeb journalist., Johannesburg



Smart Modular Technologies, an independent manufacturer of memory modules and solid-state storage products, has deployed Serus' Lean Inventory Optimisation Network (LION) solution, to manage operations supporting multiple contract manufacturing customers, says TMCnet.

[Read more:](#)

### About us

Serus provides solutions that automate key business processes across internal/external supply/distribution chains. Serus fills the GAP between internal corporate ERP systems and external/internal multi-site manufacturing and fulfillment systems and processes.

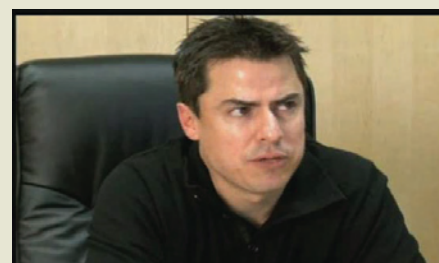
[www.serus.com](http://www.serus.com)

[Click to watch the Company Overview](#)

## Watch what our customers saying about us



Nvidia reduces errors and manufacturing cycle time from weeks to hours with Serus solutions



Brad Evans - Silicon Operations GM



Sunny Bedi - Senior Director, Operations

## Meets 130% of the forecast for 2010, Q1.

# Serus enters 2010 on a High Note; Well Positioned for Growth in 2010

## Introduces New Functionality, Adds 3 New Customers and Enjoys High Renewal Rate and Industry Accolades.

**LION:** Serus made several additions to its Lean Inventory Optimization Network (LION) solution based on learnings from several successful customer deployments.

**EXTREME CUSTOMER SATISFACTION:** Due to its high focus on customer service and a product that drives operational efficiencies and cost reductions for customers, Serus enjoyed 94% renewal rate for its subscription offerings in 2009. This renewal rate represented one of the highest in the software industry facing such a tough economic environment.

**INDUSTRY RECOGNITION:** Serus was selected as one of the 50 hottest companies by TiE (The Indus Entrepreneurs, a leading industry association) in the software category in 2009 out of a field of over 1,200 nominated companies. According to the TiE50 chair, Serus was selected since it represented one of the finest in entrepreneurship and served as a role model to emerging startups.

"Despite a very tough economy, we saw a number of silver linings in our business in 2009", said Indu Navar, Founder and CEO of Serus Corporation. By focusing on operational efficiencies and cash preservation, we were able to leverage our assets to building new capabilities in our product and extend our solution to address two new high growth markets. In addition, we were happy with the interest in our LION product from large organizations. As a result, we believe that we are very well positioned for 2010.



**ATHEROS®**



[Back to main page](#)

# Serus Announces Deployment of LION Solution for Inventory Optimization at Flextronics

## LION, a SaaS Solution, is Enabling Both Internal and Customer Collaboration and Delivering Exceptional Results for Operational Excellence.

**LION BENEFITS** LION helps customers achieve the benefits of lean manufacturing methodologies, including improved demand and supply chain visibility, optimized inventory levels, and improved product delivery times. LION contains embedded, proprietary, industry-leading lean business rules and algorithms developed by Serus' partner, FlowVision LLC, a leading consultant on lean and flow manufacturing. LION is offered as a web based SaaS solution with a complete portfolio of Managed Services.

**FLEX DECISION** The LION web based Decision Center dashboard and alerting mechanism optimally size inventory to ensure compliance with all their ongoing supply commitments. It provides collaboration both internally with remote operations as well as with business partners. The integrated B2B Hub aggregates forecast and shipment information across customers and provides complete visibility into required inventory levels. The Lean Planning module provides users a complete view of inventory levels and the ability to conduct what-if scenarios, while the Lean Triggering module initiates procurement triggers needed to support changing requirements.

“LION has helped Flextronics to dramatically improve efficiency in collaborating with the customer to optimize inventory and service levels”, said Jason McLelan, vice president of procurement at Flextronics.

“Serus is proud of our long-term, collaborative relationship with Flextronics in its drive for increased operational excellence,” said Neil Mitchell, general manager and vice president of Serus Manufacturing Solutions business unit, “we will continue to work closely to achieve ongoing results.”



[Back to main page](#)

# Serus' LION Inventory Optimization Suite Deployed by SMART Modular Technologies

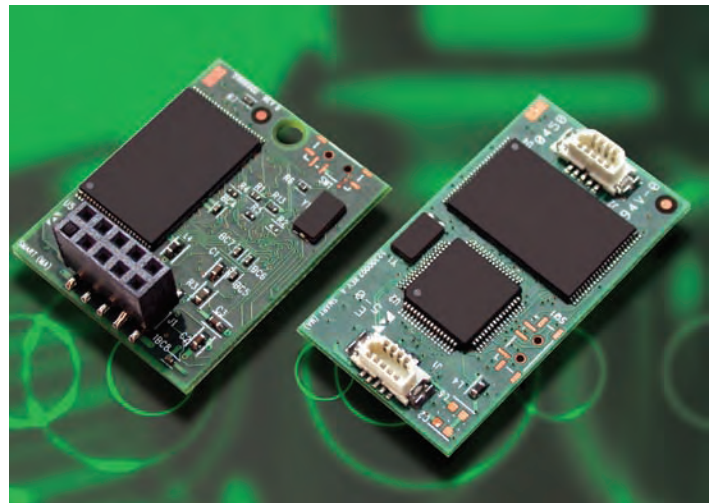
## Rapid Implementation of LION, a SaaS Solution, Delivers Exceptional Results for Operational Excellence

**LION BENEFITS** LION helps customers achieve the benefits of lean manufacturing methodologies, including improved demand and supply chain visibility, optimized inventory levels, and improved product delivery times. LION contains embedded, proprietary, industry-leading lean business rules and algorithms developed by Serus' partner, FlowVision LLC, a leading consultant on lean and flow manufacturing. LION is offered as a web based SaaS solution with a complete portfolio of Managed Services.

**SMART DECISION** SMART has taken advantage of the LION web based Decision Center dashboard and alert mechanism to optimally size inventory and to help ensure compliance with its supply commitments. LION provides collaboration both internally with remote operations as well as with business partners. The integrated B2B Hub aggregates forecast and shipment information across customers and provides complete visibility into required inventory levels. The Lean Planning module provides users a complete view of inventory levels and the ability to conduct "what-if" scenarios, while the Lean Triggering module initiates procurement triggers needed to support changing requirements.

"Global supply chain operations are key to our business, so it's imperative that we have real-time data that helps aid in the process of making critical decisions. That's where LION comes in. Ultimately, these decisions benefit our customers," said Alan Marten, Senior Vice President & General Manager, Memory Business Unit. "Our deployment of the Serus' LION suite not only enhances what we believe is a state-of-the-art IT infrastructure to better serve our customers, but it also helps us maintain our overall operational excellence."

"Serus is excited to support SMART in its drive to be at the leading edge of operational excellence," said Neil Mitchell, General Manager and Vice President of Serus' Manufacturing Solutions Business Unit. He added, "We are pleased LION is a key factor to that outcome."



[Back to main page](#)

# Atheros communication, newest addition to Serus Family

Atheros is a \$550M in revenues and \$2.6B Market Cap Fabless semiconductor company.

Atheros Communications, Inc. (Atheros) is engaged in providing technologies for wireless and wired communications products that are used by a range of customers, including manufacturers of personal computers (PCs), networking equipment for digital home, small office/home office (SOHO), enterprise and carrier deployments, and consumer electronics for home and mobile applications. The Company's product portfolio includes solutions for wireless local area network (WLAN), Mobile WLAN, Ethernet, Bluetooth, global positioning system (GPS), and powerline communications (PLC). On December 15, 2009, the Company acquired 100% of Intellon Corporation, a fabless semiconductor company that designs and sells integrated circuits (ICs) for high-speed communications.



**ATHEROS®**

**Atheros communication will be using Serus Execution Platform to connect to its suppliers to get supply visibility.**

[Back to main page](#)

# Extreme Networks, newest addition to Serus Family

Extreme Networks is a \$400M High Tech board manufacturer

Extreme Networks® of Santa Clara, Calif., founded in 1996, is a publicly listed company that designs, builds, and installs sophisticated Ethernet solutions that meet the toughest challenges in network connectivity and IP-based communications.

Throughout its history, the Company has delivered more than 15 Million Ethernet ports and has established a presence in more than 50 countries. The Company increases the value of the network with its advanced software platforms that deliver meaningful insight and control to applications and services. This helps corporate enterprises and service providers who must have high performance, secure networks that support converged voice, video and data. Intelligence is enhanced with an extensible, flexible and secure protocol-based communication capability, allowing devices to talk to one another. Extreme Networks addresses a wide range of customers with wired and wireless network infrastructures. From corporate enterprises such as manufacturers, retailers, financial institutions, utilities and healthcare organizations, to large universities and K-12 school districts to federal and local governments worldwide.



**Extreme Networks will be using Serus Lean and Execution Decision system to reduce inventory in finished goods, improve key metrics to improve customer service levels.**

[\*Back to main page\*](#)

We are pleased to announce a new Lean Inventory Optimization Network (LION) customer, T-3 Energy Services.



T-3 Energy Services, Inc. ("T3") listed as TTES on the NASDAQ exchange, based in Huston, Texas, engages in the manufacture and remanufacture and repair of high pressure service products, including valves, chokes, actuators, blow out preventers, manifolds, and wellhead equipment.

T-3 Energy Services also manufacture & service accumulators, chokes, subsea products and rubber goods as well as applying custom coatings to our customers' products. We sell our products and services to companies engaged in the exploration, production, and pipeline transportation of oil and gas; companies in the petrochemical, chemical, and petroleum refining industries; and onshore and offshore contract drilling and well servicing companies.

LION will replace spreadsheets and automate the planning process and setting of inventory levels.

[Back to main page](#)

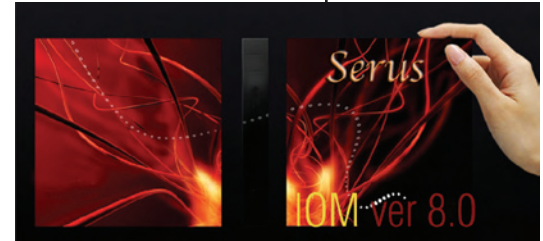
# Serus IOM ver. 8.0 is here.

## Now more powerful than ever, offering greater functionality

The IOM 8.0 release of Serus' Intelligent Operations Management product suite for Fabless Semiconductor Companies enhances all modules with significant improvements in usability, functionality and integration to external financial systems. IOM 8.0 incorporates many new features and enhancements suggested by the Serus user community, adding product capability and improving user experience through strong customer focus.

A central tenet of the IOM methodology is that only half of a company's mission-critical data resides within their own Enterprise. The remaining half is held by partners, customers, and suppliers and incorporated into the public domain. Serus streamlines and accelerates the dataflow process by providing multiple data source integration, improving inventory visibility and improving overall end-to-end process collaboration in a global industry.

A wide range of productivity and functionality enhancements have been made to the 2010 IOM ver 8.0.



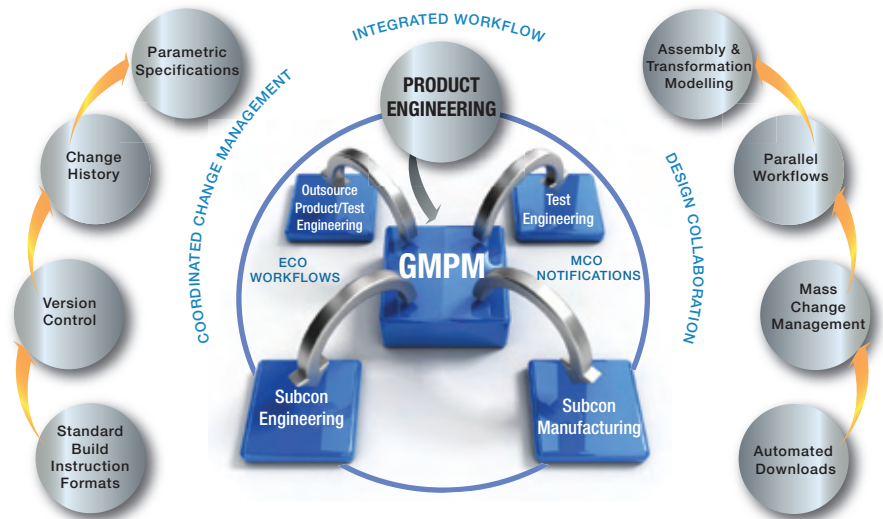
[Back to main page](#)

# Revolutionizing the Manufacturing Process Data Management with Serus's GMPM Solutions

## Global Master Process Data (GMPM)

### Integrated Design and Change Order management

Serus's master process data management system provides the ability to manage part, assembly and process master data. Serus allows direct modeling of complex many to many relationships between parts, manufacturing processes, cyclic processes and network based supply chains. To support distributed manufacturing Serus provides direct "no touch" transmission of parametric specification data directly into supplier PDM and execution systems to reduce total ECO cycle time to the shop floor, eliminate manual transcription errors and improve product quality.



Serus provides advanced modeling capabilities, with industry data model templates, to eliminate or drastically reduce the use of document based data that is typically attached as line items in legacy BOM based systems. In typical BOM based systems key data is stored in ad-hoc document formats which requires manual transcription by suppliers into PDM/MES systems and hinders data reuse and validation.

By moving to a parametric network based modeling system engineers are able to directly model complex relationships and drastically reduce the amount of master data required to describe manufacturing and assembly processes. Serus's master process data management solution enables companies to move beyond legacy BOM/product data management concepts and reduce the time required to maintain master data.

Serus's advance network based algorithms allow fast multilevel revisions and component reuse to support the rapidly decreasing lifecycle of products and the explosion of SKUs and prefinished goods / component parts and alternate combinations that companies have to manage efficiently to deliver quality products and meet compliance constraints.

The Serus GMPM and GES systems are often deployed together to provide a closed loop monitoring and control system. The Serus GES validates that suppliers are following the correct build instructions and processes as specified in the GMPM and tracks the as built and as tested data to drive process improvement and detailed traceability across manufacturing to fulfillment. The combined GMPM/GES solution provides the ability to define precisely how to assemble and manufacture parts as well as track exactly how each unit was built and tested from raw material to final customer shipment.