

NEW CUSTOMERS

Major High Tech Networking OEM Chooses Serus



Serus' latest win in the high-tech industry is in the high-performance networking vertical. As the word gets out regarding Serus' New High Tech product offering, the demand for its Inventory Optimization Network solution continues to grow.

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Serus Makes Waves with New Wins in the Semiconductor Industry



Serus is happy to announce three new additions to our growing portfolio of leading semiconductor companies, SiliconBlue Technologies, Audience Semiconductor, and SAND 9. Serus proved to be the clear choice for these companies when they sought after a complete and scalable solution that provides seamless integration to their manufacturing partners for improved inventory visibility and control. Each company had a unique and specific challenge they were trying to address, for which Serus was able to solve in their standard off the shelf offering.

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CORPORATE

Serus Continues to Grow and Deliver

Serus family continues to grow, both in US and India. Matt Maki, is the latest addition to the Serus family. As Senior Vice President of Sales, Matt is responsible for all worldwide sales of



Serus software solutions. Matt brings to Serus 20+ years senior management experience in high technology companies, with a primary focus on software sales management.

The Serus Promise

As we work to serve our customers, to build strong technology and product positions, and to innovate and create, we always keep paramount in our minds the importance of advancing our outstanding reputation through our personal integrity, our shared values and through our consistently ethical and honest business conduct.

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PARTNERSHIPS

Flextronics to Deploy Serus Enterprise Wide

Flextronics a leading Electronics Manufacturing Services (EMS) provider has expanded Serus long-term relationship to include an Enterprise partnership.

Flextronics has chosen Serus' Lean Inventory Optimization Network (LION) solution to be deployed enterprise wide across its automotive, computing, consumer



digital, industrial, infrastructure, medical and mobile OEMs.

LION helps customers achieve the benefits of lean manufacturing methodologies, including improved demand and supply chain visibility.

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IN NEWS

Serus helps NVIDIA Accelerate Product Engineering Processes Across the Outsourced Supply Chain

Serus assisted NVIDIA with their master product data and process design across FAB, CPSORT, Assembly, Test, and SLT. The focus was on network based manufac-



turing transformation processes around multi-insert test programs, bin and yield management. Serus' combination of technology, best practices and managed services brought significant efficiency into NVIDIA's manufacturing operations.

[Read more:](#)

Serus Makes Waves with New Wins in the Semiconductor & High Tech Industry

Serus is happy to announce new additions to our growing portfolio of leading semiconductor and High Tech companies, SiliconBlue Technologies, Audience Semiconductor, SAND 9 and a high-performance networking OEM. Serus proved to be the clear choice for these companies when they sought after a complete and scalable solution that provided seamless integration to their manufacturing partners for improved inventory visibility and control. Each company had a unique and specific challenge they were trying to address, for which Serus was able to solve in their standard off the shelf offering.



SiliconBlue technologies has been ramping their FPGA's production volumes since the start of this year and were looking for an End-to-End solution to specifically to manage their customer facing requirements from sales forecast, through order management, and order fulfillment for both direct and order placed through their distribution partners. SiliconBlue chose Serus' intelligent Operations Management Solution to satisfy specific customer facing requirements.



Sand9 wanted to find a way to efficiently scale its business without having to increase headcount, as it entered the production phase for its products. In addition, Sand9 wanted to implement the internal discipline and best practices of a larger fabless semiconductor company, so that its customer facing operations can effectively serve a demanding customer base. The final requirement was that the product must integrate out-of-the-box with QuickBooks financial application. Sand 9 choose Serus as its solution to streamline and automate its planning and operations processes as it ramps to volume production. "After evaluating multiple options, we selected Serus as our core operations system", said Jason Goodelle, Director of Operations at Sand9. "The Serus solution will enable us to implement a fast ramp to production stage."



Audience chose Serus intelligent Operations Management Solution to drive its planning and operational execution processes. In response to the exploding growth in the mobile phone segment, Audience knew that they needed to move beyond a spreadsheet-based planning environment to ensure high on-time delivery metrics. They chose Serus to track work-in-process with each supplier for improved available-to-promise, better operational visibility, accurate inventory reporting, and scalability.

"Serus' continued growth, notable customer satisfaction, and industry accolades are further proof that Serus is the preferred choice of fabless semiconductor companies across the globe as they prepare to scale their operations into high volume manufacturing," **Indu Navar**, CEO of Serus Corporation

Inventory Optimized Network for High-Tech

Serus' latest win in the high-tech industry is in the high-performance networking market. As Serus continues to evolve, the demand for its Inventory Optimization solution continues to grow in the high-tech sector. Serus was selected by a high-tech giant that provides high performance network infrastructure to service providers, enterprises, and the public sector. This high-performance networking OEM was looking to reduce buffers in their system, enable planners to handle larger volumes of data, set ROP values at finished good levels, and increase rapid response to changing demand profiles. Serus solutions allowed the OEM to utilize a web based dashboard and alert mechanism to optimally size inventory and to help ensure compliance with their customer service level commitments. Serus' Inventory optimization Solution provides collaboration both internally with remote operations as well as with outsourced manufacturing partners. The integrated B2B Hub aggregates forecast and shipment information across customers and provides complete visibility into required inventory levels. The planning module provides users a complete view of inventory levels along with the ability to conduct "what-if" scenarios. Finally, in order to close the planning and execution loop, the triggering module initiates procurement triggers needed to support changing requirements. As Serus continues to grow, more and more companies are choosing Serus' solution set to optimize their inventory, manage their re-order points, and to collaborate both internally and externally.

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Flextronics to Deploy Serus Enterprise Wide



Headquartered in Singapore, Flextronics is a leading Electronics Manufacturing Services (EMS) provider focused on delivering complete design, engineering and manufacturing services to automotive, computing, consumer digital, industrial, infrastructure, medical and mobile OEMs.

Flextronics helps customers design, build, ship, and service electronics products through a network of facilities in 30 countries on four continents.

FLEXTRONICS

Flextronics a leading Electronics Manufacturing Services (EMS) provider has expanded Serus long-term relationship to include an Enterprise partnership. Flextronics has chosen Serus' Lean Inventory Optimization Network (LION) solution to be deployed enterprise wide across its automotive, computing, consumer digital, industrial, infrastructure, medical and mobile OEMs.

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.

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Serus Continues to Grow and Deliver



Our Achievements

We secured customers such as SiliconBlue Technologies, SAND9, Audience, as well as a High-Tech Networking giant. Our B2B adapters also went live with two global semiconductor players, who gained vast visibility into their trading channels through our deployment. We intend to be well positioned for the years ahead. We thank our growing team, customers and investors for their support during these extraordinary times and we will do all we can to lead Serus into the future for successful years ahead.

The Serus Initiative

We are pleased to report through these and other measures helped us achieve our objective. For the last 2 quarters, Serus has increased its sales and is excited about our future. We were able to meet and exceed many of our aggressive internal cost goals and made significant progress in technology solution offering for outsourced manufacturing companies with quantifiable returns for our customers on investment on Serus product within 3-6 months.

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The Serus Family

Serus family continues to grow, both in US and India. Matt Maki, is the latest addition to the Serus family. As Senior Vice President of Sales, Matt is responsible for all worldwide sales of Serus software solutions. Matt brings to Serus 20+ years senior management experience in high technology companies, with a primary focus on software sales management. "I am very pleased to be here at Serus, and very excited about the opportunity to work closely with companies within the Semiconductor, high-tech, and medical device industries. Serus is uniquely positioned and the only company to take a truly holistic view of solving the inherent issues associated with global outsourcing. My overall plan going forward is to continue to enhance and drive the already existing "customer first" mentality here at Serus, while continuing to build and enhance a truly world-class customer facing organization," say Matt.



Prior to joining Serus, Matt was Vice President, North American sales for Infor Global Solutions. Prior to Infor Global Solutions, Matt was the sales vice president for SSA Global Solutions where he built and managed the Americas direct sales organization for all business intelligence and performance management solutions, growing the business from zero to over \$30M+ prior to being acquired by Infor.

Serus helps NVIDIA Accelerate Product Engineering Processes Across the Outsourced Supply Chain

Improving cycle times, reducing errors and enabling yield improvements.

Serus assisted NVIDIA with their master product data and process design across FAB, CPSORT, Assembly, Test, and SLT. The focus was on network based manufacturing transformation processes around multi-insert test programs, bin and yield management. Serus' combination of technology, best practices and managed services brought significant efficiency into NVIDIA's manufacturing operations.

The custom application NVIDIA had previously used to define chip BOMs and the manual processes to communicate the BOMs and production steps to manufacturing partners were error prone and time consuming. The Serus solution suite provided a commercial alternative to additional custom development. It has resulted in significant reductions in BOM creation and maintenance times and errors. It also enabled the process to be executed outside of Santa Clara, allowing the Product Engineering team to focus on driving yield improvements. Nvidia was pleased with the Serus team's deep knowledge of semiconductor processes and their high quality deployment on an aggressive timetable.

BENEFITS ACHIEVED: In less than twelve months, benefits included: improved on time delivery, reduced manufacturing and timing errors, improved operations execution and cycle-times, increased visibility, yield forecast and planning accuracy across a large outsource trading partner supply chain.

“Working with NVIDIA provided a great opportunity for Serus to help a forward thinking company and marquee customer in one of our prime market segments improve outsource manufacturing operations. By streamlining and automating execution processes across the supply and distribution chains, we're helping our customers leverage their supply and distribution networks to improve on time delivery, operations efficiency, supply agility and decrease operations costs.” Says Geoff Annesley – Serus CTO & GM Enterprise Solutions.



NVIDIA®

The world leader in visual computing, NVIDIA sought to improve automation and control across its global manufacturing processes to improve Product Engineers capacity and efficiency, reduce Engineering Change Order (ECO) cycle times, and automate execution between internal Product Engineering teams and outsource suppliers.

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