

SEMIKRON IMPROVES PRODUCTION EFFICIENCY AND COLLABORATION WITH SUPPLIERS

VALUE OPPORTUNITIES

- *Improve production performance*
- *Improve utilization of productive resources*
- *Improve production quality*
- *Track manufacturing activities on the shop floor*
- *Increase coordination with supplier activities*

TXT E-SOLUTIONS RESPONSE

- *TXTMAKE with MSO-SEMI vertical component for the semiconductor industry*
- *TXTCHAIN collaborative platform*

RESULTS

- *More accurate and on time deliveries*
- *Greater production efficiency and visibility on operations*
- *Better visibility on suppliers and greater supplier responsiveness*
- *Lower costs thanks to a careful management of rejects*
- *Shorter planning-cycle times*

Corporate Profile

Semikron (www.semikron.com) is a leading power electronics manufacturer. According to IMS, a primary Market Research Institute, Semikron is the market leader in the field of Diode/Thyristor semiconductor modules, enjoying a 27% share of the worldwide market. Founded in 1951 and based in Nuremberg, Semikron employs 2,500 professionals worldwide and comprises a global network of 45 companies. Supply Chain Context

Semikron manages a very flexible Supply Chain with several business units in Nuremberg and a number of production plants worldwide (Italy, Slovakia, Spain, UK, but also in the US and Brazil).

The supply chain is characterized by a wide network of suppliers upstream of it.

Production is Make-to-Order where highly asset-intensive processes are strongly constrained by quality parameters.

The company has to deal with conflicting business pressures, typical to the semiconductor industry: complex product structure, a volatile demand, as well as shorter product lifecycles with high-tech companies, that demand greater speed and fast innovation.

Semikron's Challenge

In this challenging environment, Semikron recognized the need to review its Supply Chain Management process in order to sustain its competitive advantage. The project has been designed around two major goals. On the one hand, the company wanted to improve production efficiency, optimizing the use of production resources and the ability to control product quality. On the other hand, it sought to enhance

collaboration with suppliers. Working on both production management and supplier collaboration would contribute to the reduction of product development cycle-time, for an even shorter time-to-market.

Why choose TXT?

After a thorough evaluation process, Semikron chose TXT solutions for the complete functional coverage offered in SRM (Supplier Relationship Management) as well as for the ability of its Advanced Planning & Scheduling module to meet the specific needs of the semiconductor industry. The capability to manage as well the concept of product variants as output-quality issues was indeed very critical to the choice. The solutions adopted are TXTCHAIN for Supplier Relationship Management and TXTMAKE, with its MSO-SEMI vertical component for Semiconductors, to improve Advanced Planning & Scheduling.

The solution

TXTMAKE was implemented at first. The solution supports over 500 Semikron's users in the sequencing and launch of production orders. Moreover, it helps controlling the shop-floor with special focus on

