



Linking PLM Value to Corporate Objectives

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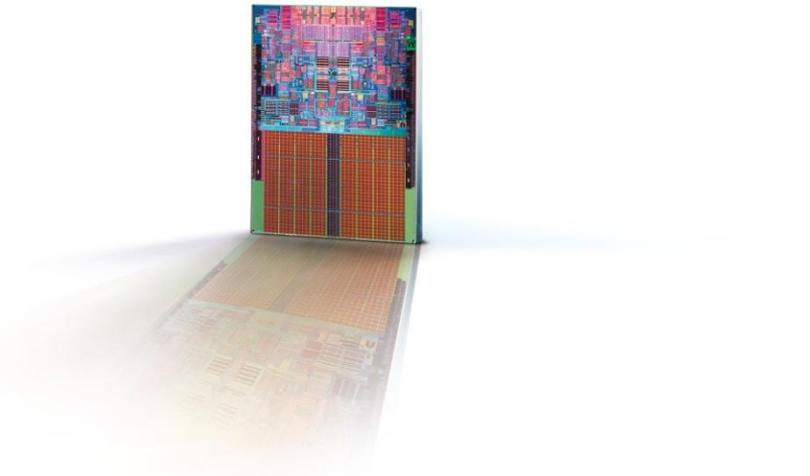
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Company Background

Intel is the world's largest chip maker, and a leading manufacturer of computer, networking and communications products.

- Founded in 1968
- 2007 revenues \$38.3 billion
- Worldwide Presence
 - 146 sites in 60 countries
 - 86,500 Workers
- Over 450 products & services
- Stock symbol: INTC



Intel Strategy Shift: from *Product* to *Platform*

⇒ 2004

2005 ⇒

EXTERNAL EVOLUTION



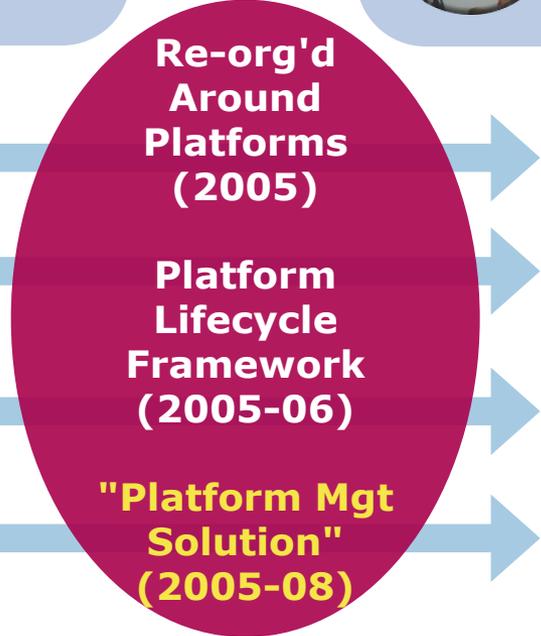
INTERNAL EVOLUTION

Technology-aligned orgs & roles

Inward-focused, product centric metrics

Locally optimized, autonomous development processes

Distributed & inaccessible information



Market-aligned org structure & platform roles

Industry standard metrics & benchmarks

Single development framework, shared language

Consistent methods, process, data & tools



Wasted Time & Money

Interview Results



Clearly understand the pain first, then address major **business** needs



Intel's Business Case

Strongly linked to reported business pain points:

- Accurate info; reduced time searching, reconciling and formatting data
- Better decisions due to common processes, governance and roles
- Improved employee productivity and morale

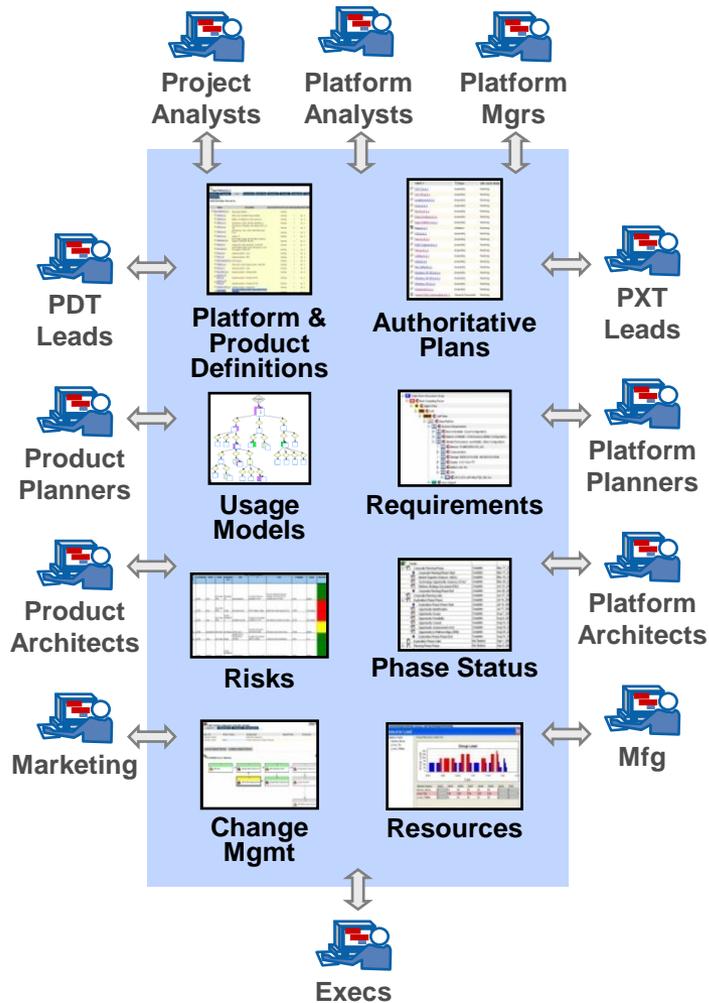
2005 Quantitative Indicators (5 flagship product sampling)

Benefit	Metric	Intel Performance	Median Performance	Best-in-Class Performance
Time-to-market	Project duration	104 – 182 wks	<i>nn wks</i>	<i>nn wks</i>
Predictability	Schedule slip	1 – 29%	<i>nn%</i>	<i>nn%</i>
Req'ts Mgt	% req'ts addressed in final product	Unavailable	<i>nn%</i>	<i>nn%</i>
Change Mgt	ECO cycle time	85 days	<i>nn days</i>	<i>nn days</i>
Collaboration	% of design & mfg costs by external partners	Unavailable	<i>nn%</i>	<i>nn%</i>

A rock solid business case is paramount to holding through the continuous scrutiny of large investments



Why Evolve to Integrated Information?



- **Manage increasing development complexity**
 - Cross-functional, cross-BU and cross-geo
 - Development velocity
- **Reduce Time to Market (TTM)**
 - Reduced time to authoritative information
 - Quickly make and communicate decisions
 - Smoother design-to-manufacturing transition
- **Increase design efficiency**
 - Hit growth targets w/o growing headcount
 - Leverage intellectual property across Intel
- **Improve quality**
 - Automatically synchronized information
 - Immediate awareness of pending changes
 - Ability to impact a change (vs. reacting)

Scope Definition

Phased Approach

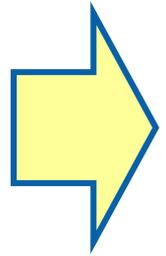
PLM 1.0 Underway

Currently Deployed on Several Flagship Products:

- Requirements Mgt
- Risk Mgt
- Platform Definition & Configuration Mgt
- Phase Gate Mgt
- Change Mgt
- Doc Mgt
- Metrics

Future Opportunities

- Expanded Product Data
- Resource Mgt
- Integrated Schedule Mgt
- Portfolio Mgt
- Financials / Product Costing
- Bug Tracking
- Automated Metrics
- Standalone app interfaces



- ✓ Get the business agreed and aligned on scope early and hold!
- ✓ Your customers will live with this scope for a long time...

