

SAP Customer Success Story

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Marc Asselberg, Vice President of Information Systems, AMI Semiconductor



AT A GLANCE

Company Name

AMI Semiconductor
United States
www.amis.com

Industry

Electronics

Key Challenges

- Consolidate and analyze data from heterogeneous sources
- Enhance reporting from various international subsidiaries
- Reduce response time to changes in business environment
- Streamline business processes
- Cut IT maintenance time and cost

Implementation Partner

Cernum

Solution and Services

SAP NetWeaver™ with the SAP® Business Intelligence (SAP BI) and SAP Web Application Server (SAP Web AS) components

Existing Environment

- SAP R/3® (This functionality is now available in mySAP™ ERP.)
- SAP Advanced Planning & Optimization (SAP APO)
- SAP Strategic Enterprise Management (SAP SEM®)

Implementation Highlights

- Rapid rollout – less than six months
- Cockpits – tailored data views – created for key managers
- Little customization required
- Ease and economy of licensing due to combined SAP license

Key Benefits

- Better, faster strategic decision making
- Lower total cost of IT ownership
- Unprecedented strategic analysis and reporting

Hardware

Sun

Operating System

Solaris with an Oracle database



AMI SEMICONDUCTOR

SAP NetWeaver™ IMPROVES STRATEGIC ANALYSIS AND ACCELERATES DECISION MAKING

AMI Semiconductor (AMIS) is a semiconductor company with headquarters in Idaho, United States, and European headquarters in Oudenaarde, Belgium. It also has back-end production facilities in Manila, Philippines, and sales offices around the world. It employs 2,500 people worldwide and reported 2003 sales of \$454 million.

ECONOMICAL, ADMINISTRATIVELY EASY

In 2002, AMIS acquired the mixed-signal business division of Alcatel Microelectronics and faced the task of integrating the two outfits' enterprise resource planning systems. It opted for SAP® R/3®, which the Belgian division had been using. (This functionality is now available in mySAP™ ERP.) Now, it has a truly single-instance worldwide implementation of mySAP ERP.

“Our people in the U.S. were on Oracle financial and weren't so happy with it,” says Marc Asselberg, AMIS's vice president of information systems. “It was limited in its functionality for supporting countries outside the U.S., and we have offices all over the world. SAP is quite rich in supporting local requirements for other countries.”

AMIS also wanted to consolidate and streamline its business information to improve its reporting and strategic analysis so executives could make decisions faster. The company's IT staffers knew that they could achieve those goals by extending the



company's SAP solution with the SAP NetWeaver™ platform. SAP facilitates this sort of extension by including SAP NetWeaver and SAP R/3 in the same license, making the move economical and administratively easy.

What's more, SAP NetWeaver excels at pulling in information from heterogeneous sources, Asselberg says. AMIS needed access to data from its shop-floor system, an Oracle database, and several internally developed applications. "We wanted to relate information in SAP to information outside SAP."

RELIABLE, UP-TO-DATE INFORMATION

Once AMIS captures its data, it uses SAP Business Intelligence (SAP BI) to run reports that are timely and consistent. SAP BI pulls information directly from AMIS's SAP back-end software, which ensures that everyone sees the same thing, Asselberg points out. "One of the objectives was to eliminate the situation where everybody has different [Microsoft] Excel documents," he says. With SAP BI, AMIS's managers get a single version of the truth.

"[SAP BI] allows management to run the company in a more professional way," he says. "Our ultimate goal was to have reliable, up-to-date, and quick information on how the company is doing."

AMIS is beefing up its reporting by building information cockpits for key managers. "That's an interface where senior managers see everything important – our revenues, backlog, net income, and costs. With one screen, they will be able to see all the important aspects of the company."

Employees on the factory floor need access to business information, too. AMIS gives it to them via applications built with SAP Web Application Server (SAP Web AS). "We've made a simple Web interface that allows the shop-floor workers in the factories to enter information if, for example, they need to order spare parts or equipment," says Asselberg.

RAPID IMPLEMENTATION, BIG BENEFITS

AMIS's SAP NetWeaver implementation took less than six months. Because SAP NetWeaver is designed to dovetail with SAP software, AMIS's IT staff didn't have to create a lot of interfaces – nor will the IT department have to maintain lots of them in the future. The participation of a Belgium-based partner expedited the process.

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By moving to SAP, AMIS's IT staff will be able to eliminate two application servers and the maintenance that they required. "We got at least the same functionality, but at a lower total cost of ownership," Asselberg says. Plus, the SAP-based system has been stable and allows for easy updates.

Combine AMIS's enhanced analysis and decision making with its IT cost savings, and the move to SAP NetWeaver has made the company more competitive.

"It's always a difficult process to make change happen," Asselberg says. "But I believe we've saved multiple months in man hours [thanks to SAP NetWeaver]. It helps in controlling our costs, in following the business, and in making decisions about where to invest and how much."