



PHILIPS SEMICONDUCTORS

A worldwide leader in silicon systems and products for wireless communications, digital entertainment, computing, and automotive applications.

Industry: Semiconductors

Geography: Global

Deployment Summary

- Philips uses TIBCO technology for enterprise application integration (EAI), business-to-business (B2B) integration, and business process automation.
- TIBCO's solution integrates legacy supply chain and automates transactions with suppliers and partners of any size.
- Interfaces use RosettaNet™ e-business communication standards.

Benefits

- Increased supply chain efficiencies reduce operation costs and shorten time to market.
- Real-time visibility into supply chain improves forecast accuracy.
- Improved inventory management and customer satisfaction dramatically reduce customer calls.
- Standards-based tools allow secure, real-time transactions with suppliers and partners of any size.



“With TIBCO’s solution, we are able to interface using industry standards and obtain visibility to our supply chain, which enables us to make more accurate forecasts based on real-time information. The results are improved customer service and cost savings because we are able to decrease the burden on our internal resources.”

Bill Roeder, Director of Worldwide e-Business Global Sales Operations, Philips Semiconductors

Philips Semiconductors Uses TIBCO to Improve Its Supply Chain

Philips Semiconductors is a world leader in silicon systems and standard products for wireless communications, digital entertainment, computing, and automotive applications. The organization designs, develops, and manufactures silicon solutions based on its innovative Nexperia™ architecture to create living technology for its customers who build products, service providers who use them, and consumers who enjoy the resulting products and services.

Philips Aims to Reinvent its Supply Chain

Philips Semiconductors is considered a leader in its market. But like other semiconductor manufacturers, it still faces increased customer demands for faster time to market. To stay competitive, companies are being forced to reinvent themselves so that the supply chain – encompassing sourcing and procurement, production scheduling, order fulfillment, inventory management, and customer care – is no longer a cost-based, back-office exercise, but rather a flexible operation designed to effectively address today’s challenges.

“Streamlining business processes both internally and externally is an integral part of our worldwide e-business strategy. We needed a complete solution for EAI, B2B connectivity, and business process automation to increase the efficiency of our supply chain, which ultimately helps us to get to market faster,” says Bill Roeder, director of worldwide e-business global sales operations at Philips Semiconductors.

Philips Semiconductors was one of the early semiconductor companies to implement RosettaNet Partner Interface Processes (PIPs) for manufacturing and is a founding member of the RosettaNet Semiconductor Manufacturing Board.

The RosettaNet industry consortium has defined a framework for how businesses work together and has defined more than 100 PIPs that cover the entire spectrum of partner interactions, including catalog distribution, inventory management, and purchase order automation.

Philips decided it was ready to take the next step in its goal toward improved supply chain management

by becoming a part of Cisco's new supply chain project, eHub. Cisco's eHub is a private, global, internet-based, collaborative supply chain network that links Cisco with its contract manufacturers, distributors, and suppliers through one central repository.

TIBCO Provides Best-in-class Solution

Philips asked for a proof of concept, and TIBCO Software Inc. demonstrated all of its specific requirements in fewer than six weeks. After finishing its due diligence process, Philips Semiconductors selected TIBCO to replace Vitria with different TIBCO products, including TIBCO BusinessConnect™ RosettaNet Protocol, TIBCO's messaging solution, and various TIBCO Adapter™ products. Philips Semiconductors has been testing and is now live with four RosettaNet PIP® implementations with Cisco's eHub, including:

- 3B2 advanced shipment notification
- 3A6 sales order
- 4C1 check inventory
- 2A12 product master inventory

Philips Semiconductors was pleased that TIBCO's commitment to RosettaNet matched its own. TIBCO demonstrated early support for the RosettaNet standard by developing TIBCO BusinessConnect for RosettaNet, the only industrial-strength B2B integration server that enables companies to conduct secure, real-time transactions with suppliers and partners of any size. In addition, TIBCO had proven experience in implementing best-in-class solutions for industry leaders such as Renesas Technology (formerly Hitachi Semiconductor), Xilinx, and NEC.

As a result of the fast proof of concept delivered by TIBCO's professional services group, Philips Semiconductors was very impressed with TIBCO's ability to execute. Because it had previously experienced challenges in working with another vendor to implement its RosettaNet and e-business strategy, the Philips Semiconductors technology decision-makers understood that the company needed great technology and great support for its project.

Philips wanted a vendor that could be a one-stop shop for B2B connectivity, network monitoring, messaging infrastructure, business process automation, and EAI. TIBCO offers a complete solution from a single source.

Using TIBCO's B2B integration solution, Philips has automated its collaborative planning forecasting replenishment process. As a result, customer calls have been dramatically reduced through improved inventory management and increased customer satisfaction. Conducting business transactions with customers – such as networking giant Nokia – over the internet through the RosettaNet-based B2B process has reduced the cost of doing business with customers and led to a reduction in total cost of ownership.

"With TIBCO's solution, we are able to interface using industry standards and obtain visibility to our supply chain, which enables us to make more accurate forecasts based on real-time information," Roeder says. "The result is improved customer service and cost savings because we are able to decrease the burden on our internal resources."

"Philips Semiconductor and TIBCO Software are truly showing their leadership within the industry."

**Jennifer Hamilton, CEO,
RosettaNet**

"Common business process interfaces are the key to enabling supply chain trading partners to use the Internet efficiently as a B2B commerce tool," says Jennifer Hamilton, CEO of RosettaNet. "As two of the primary players driving the adoption of RosettaNet standards for business integration within the electronic components supply chain, Philips Semiconductor and TIBCO Software are truly showing their leadership within the industry."



TIBCO Software Inc. (NASDAQ: TIBX) is a provider of infrastructure software for companies to use on-premise or as part of cloud computing environments. Whether it's optimizing claims, processing trades, cross-selling products based on real-time customer behavior, or averting a crisis before it happens, TIBCO provides companies the two-second advantage™ – the ability to capture the right information at the right time and act on it preemptively for a competitive advantage. More than 4,000 customers worldwide rely on TIBCO to manage information, decisions, processes and applications in real time. Learn more at www.tibco.com

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