



ALTERA

The world's pioneer of system-on-a-programmable-chip (SOPC), and a provider of programmable logic technology, software, intellectual property, and design services to nearly 14,000 customers worldwide.

Industry: Semiconductors

Geography: North America, Asia, Europe

Deployment Summary

- TIBCO enterprise application integration (EAI) solution replaced Altera's point-to-point integration.
- TIBCO solution integrated critical applications including Altera's customer relationship management (CRM) system, enterprise resource planning (ERP) system, and manufacturing execution system.
- Business-to-business (B2B) integration solution integrated Altera with its major customer using RosettaNet™ standards.

Benefits

- Altera achieves more efficient business processes and lower total cost of ownership (TCO) of IT infrastructure.
- Altera can add and update customer information across all systems at once in real time, enabling faster reactions to business opportunities.
- Support for RosettaNet standards allows greater control over transactions with other companies and strengthens Altera's business relationship with its major customer.



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Alan Pye, Director of Applications Development, Altera

TIBCO Accelerates Internal and Intercompany Activities at Altera

In the high-tech industry, understanding and reacting to customers' needs is mission critical. Building strong customer relationships can make the difference between forging ahead of the competition and falling behind. By incorporating real-time business into operations, companies can sense and respond to changes in customer needs as quickly as possible. In an effort to work closely with its major customer and improve its competitive advantage in the industry, Altera – a leading provider of programmable logic technology and the world's pioneer of SOPC – wanted to increase the efficiency of its internal business processes and its transactions with customers and business partners. To do so, Altera had to replace the costly and complex point-to-point integration in its IT infrastructure and standardize its B2B processes to match the needs of its major customer and business partner.

Altera reconciles best-of-breed with the need for speed

In 1998, Altera recognized the need to increase the efficiency of its business processes to maintain a competitive edge in the market. At the time, the company used point-

to-point integration that made it time-consuming and expensive to exchange data and update systems. Also contributing to the problem was the fact that the company was using technologies such as file-based FTP interfaces and homegrown error-tracking systems to manage and integrate information. These interfaces simply did not support the company's desired move to real-time business.

According to Alan Pye, director of applications development at Altera, the company's integration processes did not enable the high level of operating efficiency the company needed. "Many of our system interfaces were error prone and did not transfer data in real time. Maintaining such a complex infrastructure contributed to a high TCO," Pye says.

After evaluating several vendors, Altera chose TIBCO Software Inc., a leading enabler of real-time business, because of its strength and solid reputation. "We went through a pretty extensive vendor evaluation. TIBCO's solutions were very strong and more mature than others in the industry," Pye says. "It is important to evaluate

the long-term potential of technology investments and there was no question that TIBCO's solution would meet the needs of our growing IT infrastructure."

TIBCO solution gives Altera the Power of Now

Since 2001, Altera has been using TIBCO to integrate numerous systems, from its Baan ERP™ and Siebel® CRM systems to its manufacturing execution and IT planning systems. Business processes now move faster, providing Altera with increased efficiency and the ability to capture new business. "Thanks to TIBCO, our business processes now cycle through our systems in real time, which allows us to react more quickly to new business opportunities," Pye says.

TIBCO's solution provides seamless data exchange across the entire infrastructure, so that when information is entered into one system, the same information is distributed throughout the company in real time. "Now, as soon as customer information is entered or updated in our CRM application, the latest information is available in the ERP system immediately. This enables us to respond more quickly to our customers' needs."

Altera seeks standardization for B2B transactions

As an integral contributor to other companies' supply chains, Altera needs the ability to transfer relevant product, order, and inventory information among the systems of its customers and business partners. "We needed to standardize the way we interacted with a major customer's 'e-hub,' an application that manages

information among all of its supply chain partners," Pye says. Previously, partners transferred information through the e-hub using different formats such as flat file, Electronic Data Interchange (EDI), and eXtensible Markup Language (XML). To promote greater efficiency and less complexity within the e-hub, the customer preferred that all partners, including Altera, connect via RosettaNet standards.

TIBCO casts a RosettaNet for Altera

Having successfully used TIBCO to solve its EAI challenges, Altera looked to TIBCO to handle this important B2B integration project, and found that TIBCO's solution outperformed those of TIBCO's competitors. "TIBCO's support for RosettaNet standards was better than the support provided by other vendors," Pye says. "And TIBCO's superior ease of use and flexibility, combined with our previous EAI successes, led us to the conclusion that TIBCO was the right solution for our needs."

Using TIBCO's B2B integration solution, Altera has started integrating its systems with its customer's e-hub using RosettaNet. By fully supporting RosettaNet, TIBCO's solution enables Altera to deliver order and product information in the necessary format. "TIBCO has played an instrumental role in allowing us to participate in the newly standardized e-hub," Pye says. "Because of TIBCO, we can use RosettaNet standards to add more control to our transactions and contribute to greater manageability for our customer's supply chain environment."

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By implementing TIBCO for its EAI and B2B integration needs, Altera has increased efficiency and reduced costs. In addition, TIBCO's solution has helped Altera strengthen its relationship with its major customer – an invaluable benefit when it comes to collaboration on future business projects. "Establishing customer intimacy is of paramount importance to us," Pye says. "Thanks to TIBCO, we can now satisfy our customers' needs and increase our own success at the same time."



TIBCO Software Inc. (NASDAQ: TIBX) is the leading independent business integration software company in the world and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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