



*“After gaining significant benefits from our initial Spotfire deployments we are now making analytics pervasive. With Spotfire as Dialog’s analytic standard, we see significant potential for business optimization”*

**Mohamed Djadoudi, VP Global Manufacturing Operations, Dialog Semiconductor**

#### DIALOG

Dialog Semiconductor creates the world’s most energy-efficient, highly integrated, mixed-signal integrated circuits. These are optimized for personal mobile and automotive applications.

## Dialog Semiconductor optimizes their enterprise using the TIBCO Spotfire Analytics Platform

**INDUSTRY:** Semiconductor/High-Tech Mfg  
**GEOGRAPHY:** Germany

#### DEPLOYMENT SUMMARY:

- Centrally managed TIBCO Spotfire and TIBCO Spotfire Web Player Servers with TIBCO Spotfire Developer for custom extensions
- TIBCO Spotfire Professional and configured analytic applications for power users in different disciplines and organizations
- TIBCO Spotfire Web Player for interactive reporting to data consumers

#### BENEFITS

- Faster insight for business process owners in Engineering, Quality, Finance, Human Resources and IT
- More effective communications and decision making in the high tech supply chain
- Automation and standardization of recurring tasks or workflows

As a leading-edge fabless semiconductor provider, Dialog Semiconductor strives to continuously improve its operational and business practices so that it can introduce better products to the marketplace and achieve the highest possible customer satisfaction.

Like other companies in the highly competitive high-tech sector, Dialog wrestles with a rising volume of complex data, both internal to its operations and across its extended supply chain. Empowering its people to gain insight from this data is a strategic objective for Dialog; closely tied to business competitiveness.

In the past, Dialog provided a variety of specialist analysis tools for power users in different roles. However, with the appearance of next generation analytics platform technologies they are now reaping the business benefits of deploying configurable analytic applications to front line professionals at all levels and in all parts of the business.

#### Challenges

In order to replace specialist tools, Dialog needed to provide applications highly tailored to particular business

processes. But at the same time, these applications should be easy enough to use so that the consumers of the analysis results could quickly understand them, gain consensus and make informed business decisions.

The heterogeneous environment of the high-tech supply chain further complicates the matter because decision making often involves finding relationships and trends across different data types and sources.

#### Solutions

The Product Engineering organization was the first to find Spotfire software. They were seeking a yield management application, traditionally an expensive and complex power user system dedicated to semiconductor data analysis. However, the team found that using Spotfire enterprise analytics, a more general analytical tool, they could answer even their most pressing technical questions faster than with the more complicated applications. “As soon as we looked at our data in Spotfire, we knew it was something different and that our work would be transformed for the better”, said Kariem Yehia, Manager Data Automation.

**Results**

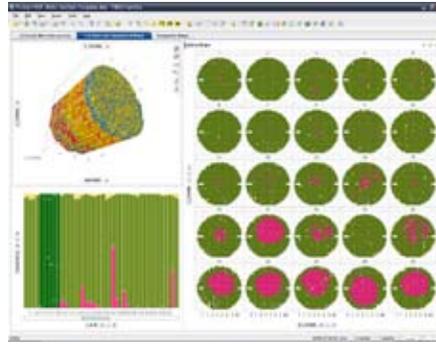
Dialog deployed configurable analytic applications to meet the needs of multiple departments in their enterprise. Best-in-class interactivity from Spotfire software allowed each area to find business improving insights in their own specific data, plus more easily share data across departments for consensus and collaborative decisions. Additionally, deploying these applications on a common analytic platform allowed Dialog to reduce spending on specialty applications and decrease overhead for custom development projects.

**Manufacturing Analytics**

Spotfire enterprise analytics is the standard engineering analysis tool for the Test and Product Engineering department. It is used here to characterize device performance under a variety of harsh conditions and explore new applications for Dialog products. By adopting a general analytics approach, the team was able to more quickly and easily understand huge volumes of data, plus avoid the significant cost and complexity of specialty applications, including tools for Yield Management. "My department now spends more time solving problems and less time on manual data crunching," says Mohamed Djadoudi, VP Global Manufacturing Operations.

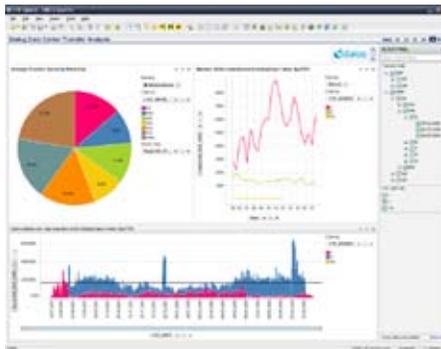
**Quality Department**

Interactive analytics helped the Quality team dramatically reduce time and effort spent on understanding device reliability, previously performed manually. The team also adopted applications from the engineers to collaboratively optimize tradeoffs between performance and quality. Further, the team uses Spotfire software to share product information with customers and suppliers to improve communication and avoid potential system integration issues.



**IT Operations**

The IT department monitors the performance of globally distributed infrastructure systems using the Spotfire Web Player. This application revealed a significant, previously undiscovered problem with data distribution systems that was hindering timely access to critical testing data from suppliers. The team also analyzes its operational performance on help desk queries to identify unresolved issues and improve internal customer satisfaction.

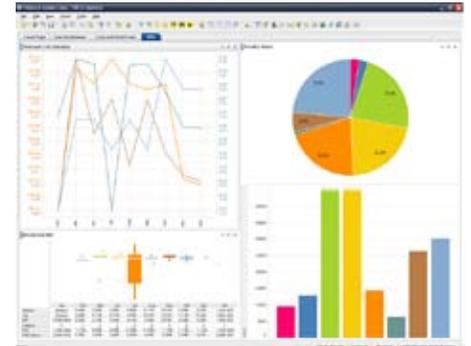


**Human Resources**

HR uses analytics to match employee skills, experience and education to responsibilities and compensation. This allows Dialog to retain high performing employees and identify future staffing needs.

**Finance**

Management reporting published using web player:



The Finance department administers interactive reports to the financial, sales teams as well as to Senior Management. In addition to using analytics to evaluate product performance this allows them to deliver business user value plus clearly understandable data on pricing and efficiency for continuous cost improvement.

**Conclusions and Best Practices**

Here, the concept of power users was proven successfully. Power users are employees in each department that are trained on TIBCO Spotfire Analytics client and Dialog's custom information model. They are able to provide more complex workbooks to their colleagues and act as mentors. "After a closer look at the features of Spotfire, the true benefit of this software was clear. 'We have detected that there is a remarkable potential for the whole company,'" notes Kariem Yehia, Manager Data Automation, Dialog Semiconductor.



**TIBCO Software Inc.** (NASDAQ: TIBX) is a leading independent business integration software company 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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