



RoodMicrotec Newsletter

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Focus on OEMs and Fabless Companies is working

The presentation of our annual figures for 2013 is already behind us.

The figures showed that sales did not in fact develop as we had initially expected, mainly due to a disappointing market. Yet we feel positive about the current developments

within RoodMicrotec. The strategy we have chosen focusing on OEMs and Fabless Companies has generated average annual sales growth of 17.5% over the past 8 years.

This shows that we have clearly made the right choice. With our team we will continue our strategy over the next few years.

RoodMicrotec communicates through seminars and other events

'We want to highlight our core activities by organizing and attending seminars,' says Reinhard Pusch, RoodMicrotec's CSO.

'Our objective is to communicate our specific knowledge and share it with our customers and partners.

The first event this year, the 2nd "Fachgruppen" meeting "Intelligent Implants" in the context of MicroTEC Südwest, took place at RoodMicrotec in Stuttgart on 28 January.

15 attendees from research institutes and industry discussed the mission and targets with respect to intelligent implants for medical applications.

The mission of the group is to develop and deploy useful and safe smart implants.

RoodMicrotec presented its capabilities in the areas of SCM, testing, qualification and failure analysis for smart implants and medical products in general.'



Supply Chain Management has developed strongly

Alexander Fritsch, business manager Supply Chain Management, tells us that the SCM-team has been expanded with two highly experienced engineers to meet increasing demand.

'With the new team we have increased our knowledge on the package side. We now offer the whole range of packages from sophisticated optical packages to plastic packages for mass production. During the year we extended our portfolio by offering the complete package of ASICs on printed board. We have seen a considerable upswing in the number of applications, especially over the past 6-8 months. Our customers also grew by 25%. In some cases, these are larger and multi-year projects.

These customers are rooted in different market segments, which has brought us a wider range of application. We believe that in 2014 we can continue on the course we've set ourselves on. But we will also give more attention to audits of our suppliers. In this context, there are several trips to the Far East on our to-do list. In principle, we wish to do an audit every 2 years, in order to tighten up our relations with our suppliers and guard our quality even better.'



Alexander Fritsch

Supply Chain Management (SCM) and eXtended Supply Chain Management (eXtended SCM)

RoodMicrotec offers Supply Chain Management and eXtended Supply Chain Management. This means that we manage the entire process from design idea to delivery to the end-user, including: purchasing, logistics, warehousing/logistics and consultancy. RoodMicrotec offers this as a one-stop-shop proposition.

In 2012, RoodMicrotec expanded its supply chain management further by adding ASIC design in collaboration with Fabless Companies: eXtended SCM. This complete service package with highly experienced engineers gives us a unique position in the market.

Based on a thorough understanding of the customer's project objectives, RoodMicrotec can smoothen the entire flow all the way down from the design phase, via 'industrialisation' and qualification to quality volume production and worldwide shipment.





Malkit Jhitta

Supply Chain Management stretches far beyond organising, planning and logistics

'Based on a thorough understanding of the customer's project objectives, we can smoothen the entire flow all the way from the initial design phase, silicon manufacture, assembly, test and qualification to reliable volume production and worldwide shipment,' says Malkit Jhitta, Sales & Marketing Manager.

'For example, in a current project we are taking the customer's design lay-out file and coordinating the work to be done with the silicon supplier to ensure that we receive wafers in a timely manner. This will then allow RoodMicrotec to complete test program development and start the process of wafer test, packaging, production test and so ship ASIC's to the contract manufacturer for mass production of the end product. Two silicon wafers are being made available to RoodMicrotec early in the fabrication process,

one will go for blind assembly and the other directly to RoodMicrotec test engineering so that test engineers can finalize the test program, which was being developed in parallel to silicon processing. Once approved by the customer the next stage is the final qualification of these prototype units. RoodMicrotec is constantly working in conjunction with the customer to ensure the smooth and timely execution of the required activities which will lead to successful project completion. As part of RoodMicrotec's Supply Chain

Management the next step will be to start volume production and supply of devices to the customer's contract manufacturer. For 2014 we expect a significant increase in new designs as the semiconductor industry takes advantage of improving global conditions and new demand. RoodMicrotec is well positioned to handle this increased demand and has the skills, capabilities and experience to offer customers excellent Supply Chain Management Services.'

Agenda 2014



29 - 30 March 2014

Future world Symposium

London, Great Britain



13 - 14 May 2014

GSA executive Forum

Munich, Germany



3 - 5 June 2014

Sensor + Test

Nurnberg, Germany

Colophon

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