

SINGAPORE INTERNATIONAL CHAMBER OF COMMERCE:
2019 COLLABORATIVE INNOVATION AWARDS

ADVERTORIAL

Disruptive Approach to Supply Chain Leads to Best Technological Collaboration Award for Infineon Technologies and E2open

Singapore's "Smart Nation" initiative aims to increase the quality of life of its citizens and the ease of doing business. Many public sector-driven initiatives today bear witness to this continuing journey.

One shining private sector project, inspired by the Republic's "Smart Nation" strategy, saw the successful collaboration between semiconductor solutions manufacturer Infineon Technologies Asia Pacific and supply chain management provider E2open.

Infineon's vision was to manage its supply chain as a Global Virtual Factory. The collaboration between Infineon and E2open was established in order to achieve this vision to digitize manufacturing and supply chain operations.

Infineon Singapore, part of Infineon Technologies Asia Pacific, took the lead to drive this innovative solution - Global Production Network (GPN). The implementation for the first pilot project began in January 2016 and was successfully completed in January 2017. Another 80 internal and external sites will be integrated over the next few years.

With the implementation of GPN, Infineon has taken an important step to steer its supply chain in the right direction. It achieved end-to-end visibility of its supply chain. This enhances the customer experience while enabling Infineon to make profitable decisions by better navigating complex supply chains and changing market demands.

GPN's success resulted in the project being awarded the prestigious *Best Technological Collaboration Award* in the 2019 Singapore International Chamber of Commerce Collaborative Innovation Awards.

The annual SICC Awards were launched in 2015 to recognise the rise in productivity through collaborative innovation. The Awards, open to members and non-members, provide an inclusive platform to recognize Singapore's champions of collaborative innovation. The Chamber believes that continual innovation, or transformation is key to the sustainability of every business and collaboration is very often the fastest way for a company to innovate. The Awards aim to provide a learning and knowledge-sharing community for companies irrespective of sector or size.

The SICC believes that in today's complex and disruptive world, collaboration is one of



SICC is now inviting parties to submit their interest in participating in the 2020 Collaborative Innovation Awards



The winning team behind the Global Production Network collaboration

the best ways to leverage knowledge, innovate, grow and stay relevant.

Managing Complexity

The complexity of the supply chain has increased exponentially in the last few decades. GPN provides real-time visibility of the supply chain, from wafer start to finished products. It also gives real-time control of material blocking.

With an increasing share of outsourced manufacturing, Infineon needed a solution to manage additional production flows as effectively as it manages its own internal operations. The goal was to develop a unified solution platform to connect easily and in real-time with external partners, improve communication and transparency across all manufacturing locations.

Infineon needed a holistic view of production, quality control, material flows and allocation across the end-to-end supply chain.

"The anticipated impact of the manufacturing visibility with E2open was significant," said Dr. Mathias Duemmler,

Senior Director of Factory Integration at Infineon. "In addition to the benefits realised so far, this project has contributed to progress with our process automation roadmap. The SICC award honours the partnership between E2open and Infineon and will certainly boost our successful digital transformation journey," he added.

"With the Global Production Network project, E2open and Infineon connected former siloed manufacturing and enterprise resource planning (ERP) systems within its widespread network of internal and external factories and created the sought for holistic view of production, quality control and material allocation across the supply chain"

Dr. Mathias Duemmler

Automating the exchange of data between disparate systems improves productivity by eliminating the manual and labour-intensive processes of consolidating spreadsheets and allowing users to focus only on exceptions that require attention.

Streamlined quality processes increase

profitability, generating higher yields and reducing scrap costs by identifying defects or non-conformances earlier in the production cycle. The E2open solution enables the availability of accurate real-time data to many other Infineon business processes and systems, he added.

"E2open considers it an honour to help Infineon in the journey to achieve its Global Virtual Factory vision and to put in place a technology framework for the future. This prestigious SICC award is recognition of what two forward-thinking companies can build together in the pursuit of digital transformation," said Michael Farlekas, President and Chief Executive Officer of E2open.

"The E2open platform provides the breadth to meet Infineon's immediate needs, the depth to grow with the company as business processes mature and the agility to accommodate future changes in corporate strategy."

Lim Wan Sin, Manager, Corporate Supply Chain, Infineon Asia Pacific, talked about the collaboration with E2open: "It was challenging at the beginning, but we overcame many obstacles to bring everyone on to the same page. We did this by combining a strong collaboration with a common goal, exchanging ideas openly within the team and selecting proven technology." Reflecting on the journey she added:

"For E2open, our collaboration increased its in-depth knowledge of semiconductor operations. The implementations they did with us can be used as framework for future projects within the semiconductor and other industries."

Infineon and E2open are united in recognising that through this collaboration they were able to significantly enhance an existing platform and develop a joint roadmap, which they believe will benefit other industry players.

This is the third of four articles that will run every Wednesday.

SICC Singapore International Chamber of Commerce

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SICC – The Voice of International Business in Singapore Since 1837

SICC was founded in Singapore in 1837 making it the city-state's longest serving voice of the private sector. Today, SICC is proud to be Singapore's most inclusive Chamber and its best platform for business networking.

The SICC engagement platform cuts across all potential silos of ethnicity, nationality, industry and business sector. The Chamber represents 600 companies, 40 nationalities and 20 business sectors. Membership is equally split between local and foreign multi-nationals and large organizations and local and foreign medium, small and start-up companies.

diverse members are a truly representative slice of the Singapore business community. An independent advocate for business, SICC shares its members' views and concerns on government policy with policymakers and politicians. The Chamber focuses on 3 main pillars: human capital development and leadership, collaborative innovation and championing the circular economy.