

SEMICONDUCTOR MATERIALS INDUSTRY: Division Startup - Product Commercialization

Physical Vapor Deposition Raw Material Supply Processes

Client: A start-up division of a multi-billion dollar global manufacturer of specialty chemicals and metals.

Project: Reduce the time to market of the product to be commercialized by a start-up division. Provide sustainable product sourcing for the rigorous semiconductor industry. Reduce financial and market risk.

Approach: Alexander & Company supported a product introduction strategy utilizing out-sourced suppliers to provide production capacity while the Client prepared his automated factory. To implement this Supply Chain, Alexander & Company supported the Client's team and prepared the entire life-cycle documentation package including flowcharts, process specifications, and product specifications. Support also included vendor selection, qualification, and contract negotiations. This project began by establishing a commercialization plan for source material from one of the Client's own factories, then applied this methodology to two families of products. Alexander & Company acted as an integral member of the Client's start-up team by managing the out-sourced services on behalf of the Client until his automated factory came on line.

Results:

- Based on Alexander & Company's method, the Client's source material factory adopted Alexander & Company's approach for its other related products in a sweeping change of tactical approach to their existing manufacturing process control specification methods.
- The documentation package has withstood the challenging requirements of the semiconductor industry and it stands as a new standard of performance for the Client.
- Product from the new Division has passed customer qualification acceptance criteria.
- Alexander & Company identified alternate processes that reduced product costs by 30%.
- Alexander & Company Identified alternate processes that reduced leadtime from 26 weeks to 5 weeks in an out-sourced supply chain.