

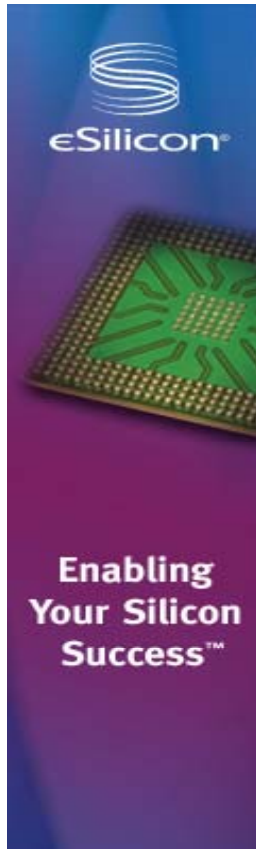
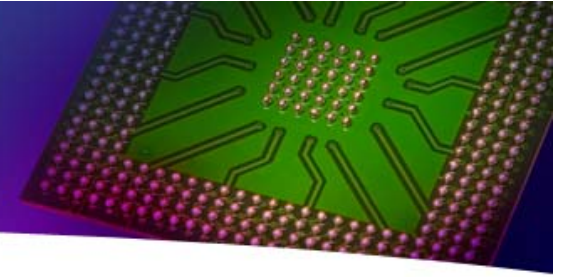
eSilicon Hyperion Implementation

Larry Peyton, Director of Finance

Naidu Annamaneni, Sr. Director, eBusiness & Process Integration

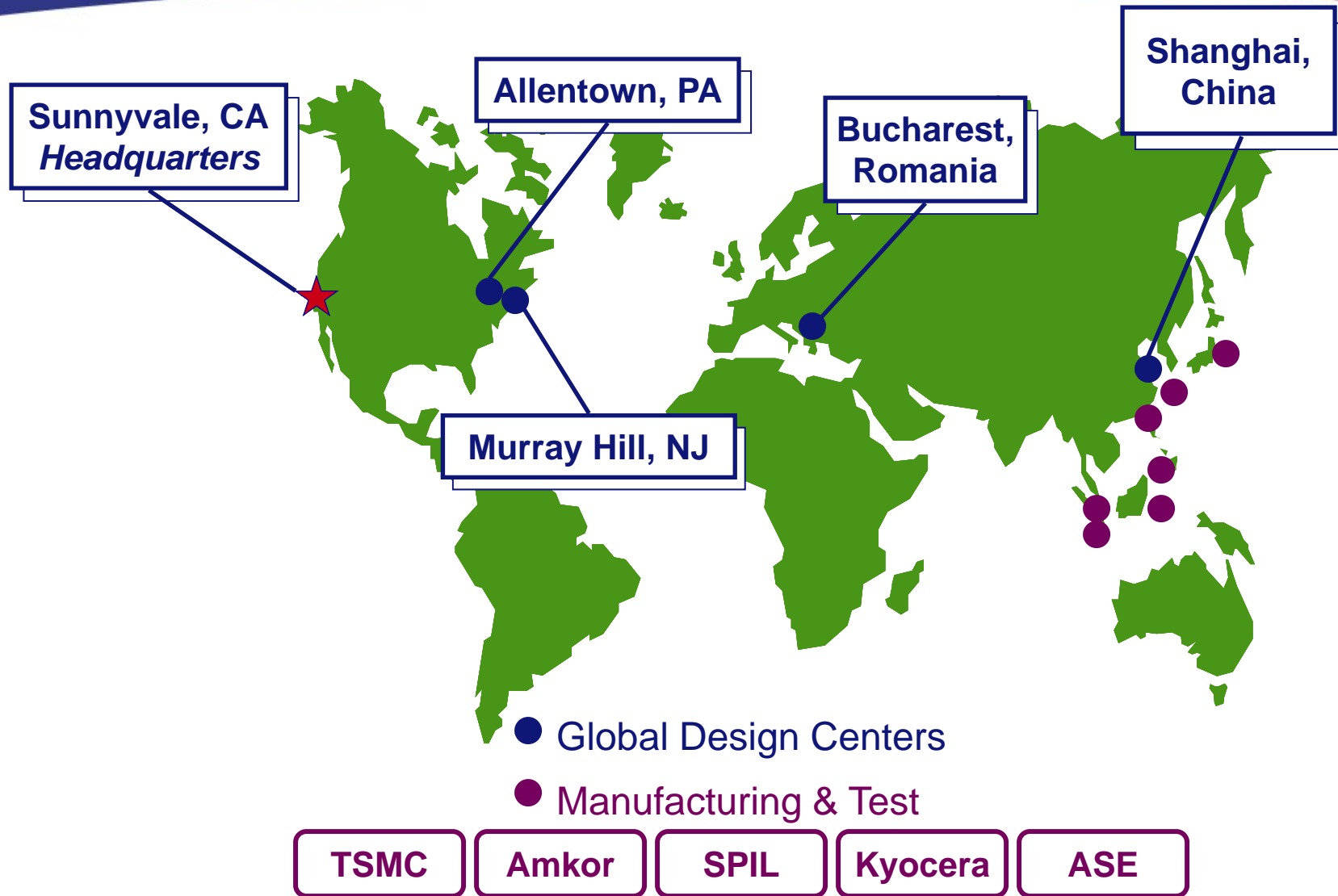
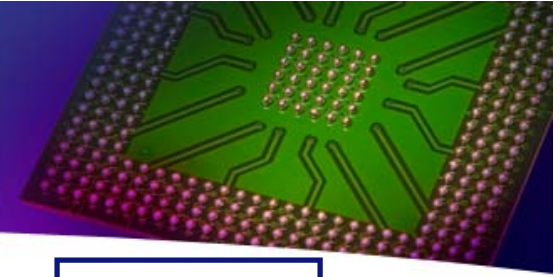


About eSilicon

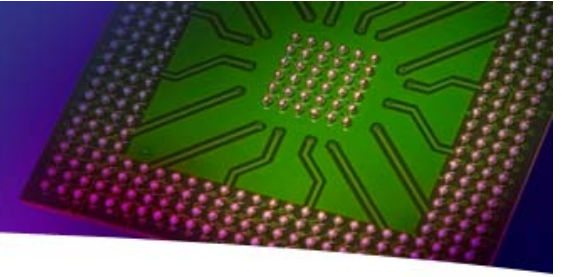


- Founded in 2000
 - Introduced the Value Chain Producer ASIC model to the industry
- Growing, profitable and *dedicated* to the ASIC business
 - Established leader for complex designs at 65nm and below
- Chip delivery using global, optimized value chain
 - Flexible and proven design, productization & manufacturing services
 - Expert design & manufacturing team
 - Leverages strength of manufacturing partners
 - TSMC, SPIL, Amkor, Kyocera, ISE, etc.

Global Operations



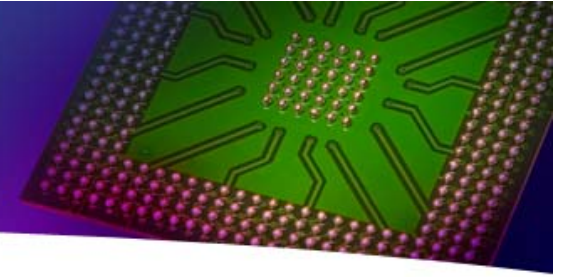
What's wrong with our Planning system?



- Information is stored in silos
- Collaboration is difficult due to a lack of common tools and procedures
- Disconnected spreadsheets make the planning process unreliable and inefficient
- Standard reports are static and require IT support to make changes
- No analytics, modeling or report writing capabilities...
- Not scalable

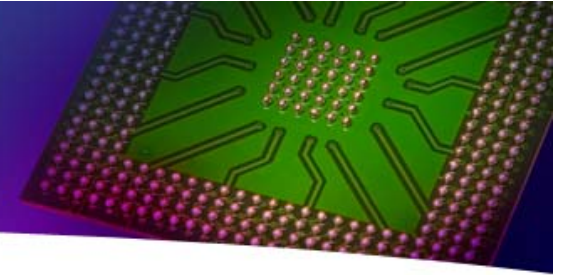


What do we need?



- Faster planning and reporting cycle-times
- A multi-user, user friendly and collaborative environment
- Automated G/L loads and new member setup
- Integrated financial and operational planning in one system (one version of the truth)
- In-depth analysis of key performance and operational metrics
- Short and Long range planning capability
- Simplified Web interface with seamless Microsoft Office integration
- Integrated, best-in-class analytical and report writing capabilities
- Standards based architecture that delivers scalability, performance and is future-proof

What is the solution?



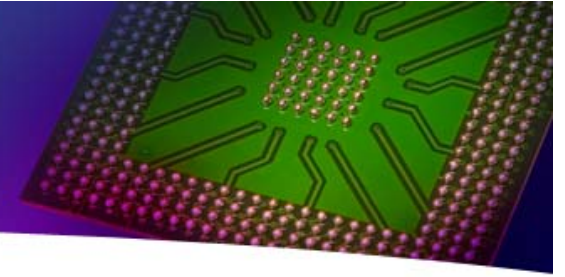
- Selected Oracle Hyperion Planning

Planning, Workforce, Essbase, ODI, BI Tools (FR, IR, WA, SV)

- It met all of our functional needs
 - Security, version control, multi-user, user-friendly, analytics, integration, dynamic reporting, scalability, performance, etc.
- Less expensive than the competition
- Integration with our current ERP (Oracle 11i)
- Market leader and EPM/BI visionary
- Previous user experience

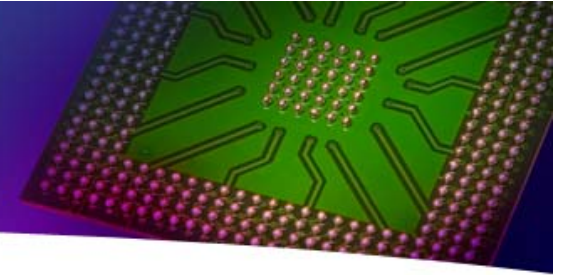


Why change now?



- Managers were frustrated with the long delays and poor quality of our existing planning and reporting systems
- Finance was overloaded so deadlines were missed and the rush to meet them combined with inadequate systems resulted in errors
- Risks resulting from lack of security and control
- Software and implementation costs are much less now than they were just a few years ago
 - Payback is about 1 ½ years
- Potential solutions were to add headcount, install a “band-aid” system or invest in EPM, so we decided the time was right to invest for the long-term with an EPM solution

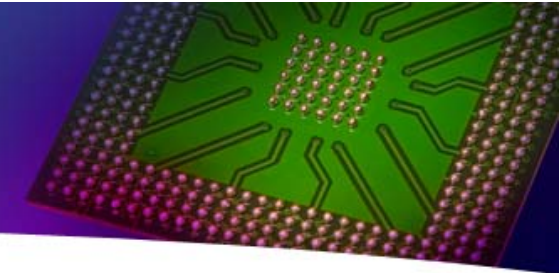
Who can help us?



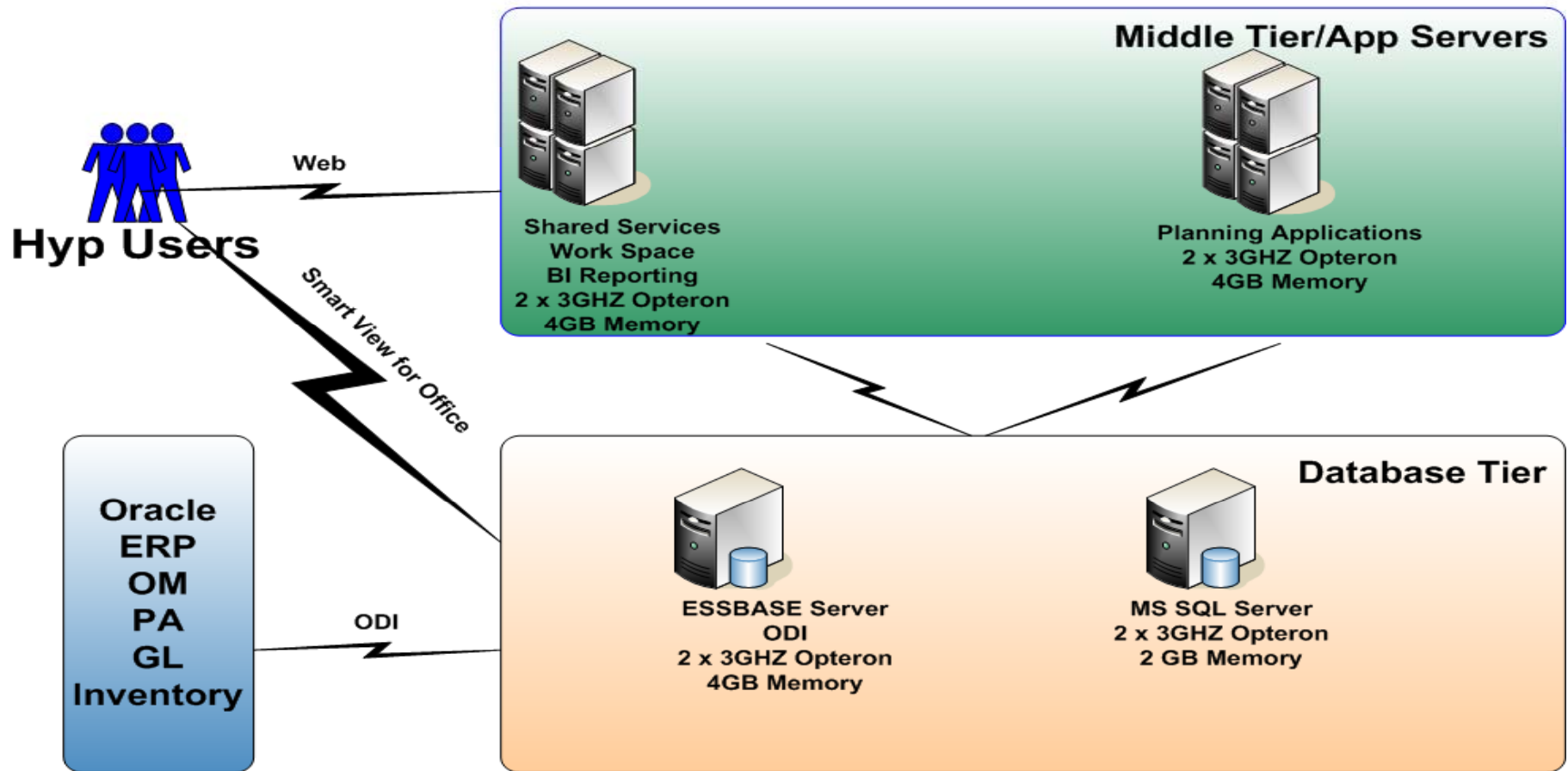
- Selected Idhasoft as our implementation partner after evaluating proposals from 7 companies
 - Knowledge and Expertise
 - BI Experience
 - Strong technical team
 - Oracle technical advisory board
 - Program Management
 - Strong commitment by Idhasoft Executives to our success
 - Proven methodology with the Rapid Deployment Approach
 - Low Cost and High Value
 - Local and Offshore Teams
 - Flexible services
 - Excellent customer references



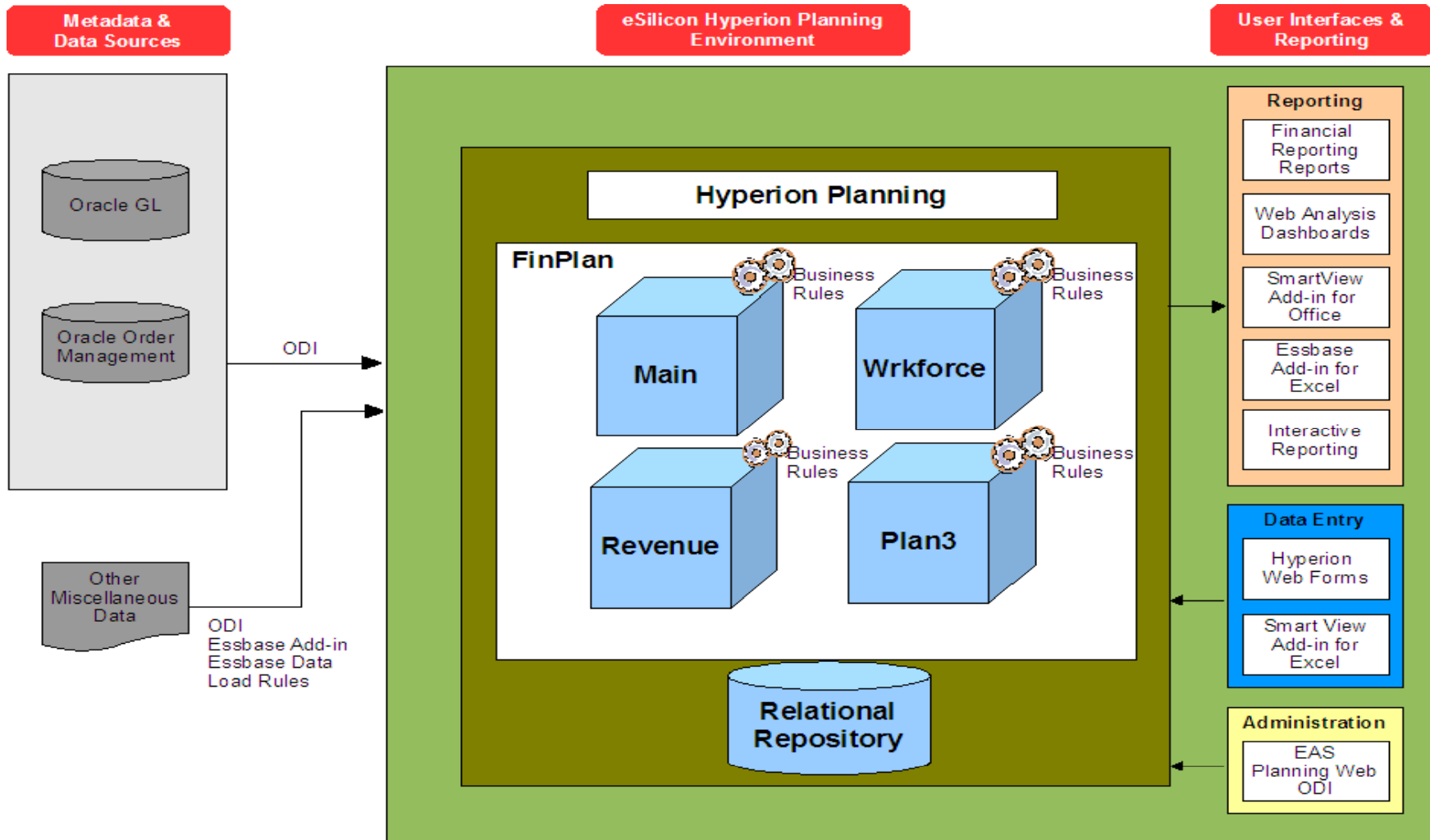
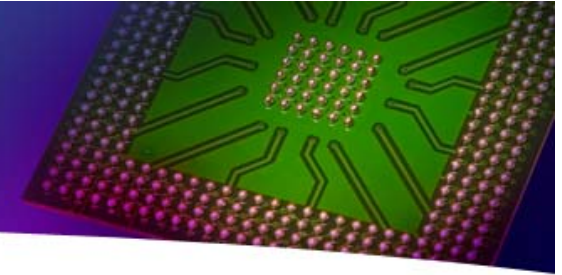
System Architecture



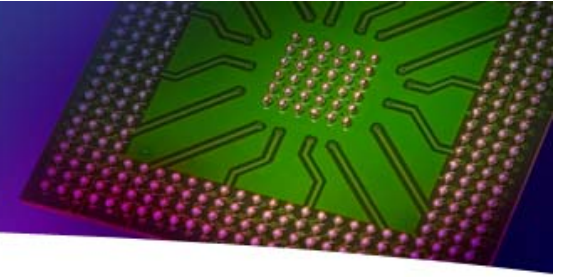
All Virtual Servers
Windows 2003 R2
VMWare ESX 3.5
Tomcat as App server



Application Architecture

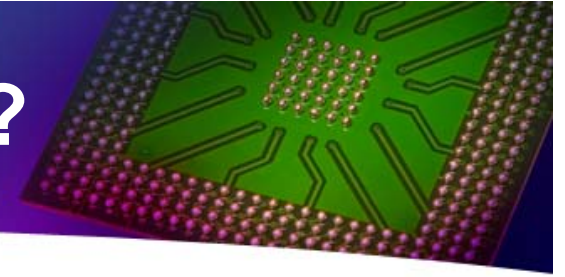


How did it go?



- Went live in 3 months
- Trained users in 1 day
- Kicked-off the Annual Budget cycle one week after go-live and completed the 1st Budget rollup within two weeks.
- Completed 1st monthly close without issue and system has continued to work flawlessly ever since
- From a systems perspective the complete Planning and Reporting cycle can be done in a few hours
 - Tasks that used to take hours now take minutes
- Information is being used by management to drive critical business decisions

What were the lessons learned?



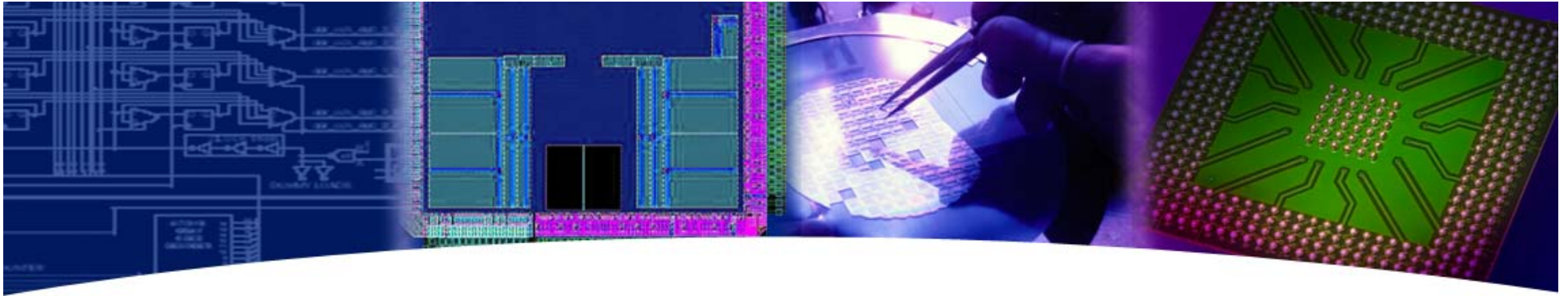
- Don't be the Guinea Pig
 - Ask about other people's experiences (learn from their successes and failures)
 - Determine what software version and technology is right for you based on risk/reward
 - We took a calculated risk with ODI and it paid off
- Defining clear business requirements that will translate into a solid functional design is crucial
- Try to avoid scope changes
- Active participation of business owners and functional experts throughout the project is a must
- Invest in great partners and maintain a direct line so issues get resolved fast

“I am still surprised that we completed the implementation so fast. They [Idhasoft] surpassed my expectations as implementers.”

- eSilicon Team Member



Q & A



eSilicon®

Ideas to ICs