

The truth about innovation

Innovative ideas don't produce success in the high tech industry. It's the ability to execute innovative ideas quickly, consistently, and profitably that matters.

The qualities that separate the best from the rest in high technology revolve around five interrelated disciplines that form the basis for lasting success:

- Building the framework for a disciplined process
- Accelerating product lifecycle management
- Enhancing collaboration
- Streamlining decision-making
- Sustaining continuous improvement and operational excellence

But there are no guarantees, even for top companies. New competitors and technologies now emerge so rapidly that prominent companies can go from market leadership to near-extinction in a matter of months. High tech competitors need the strategic agility to react to the emergence of entirely new products and whole new categories, often within weeks or months, in order to maintain market position.

Building the framework for a disciplined process

Delivering a continuous stream of innovative new products does not happen easily or merely through inspirational ideas, welcome as they are. More often, it is the result of disciplined, well-orchestrated business processes in key areas of the value chain that are rigorously streamlined and continuously improved.

Without well defined, fully integrated, and intelligently implemented processes in these areas, even the most brilliant high level strategy has no chance of success in high tech. An inspired vision needs effective execution to generate value.

Responsible managers instinctively understand the need for a disciplined, reliable process in all these areas. But the blinding speed of change in the high tech industry can easily distract people from the essential, day-to-day basics that matter most. By selecting and implementing information systems that give people a framework for maintaining a disciplined process—and for managing

Facts about Infor High Tech

- Trusted by 12 of the world's 13 largest high tech companies
- Increases on time launches to more than 98%
- Reduces materials usage by 20% to 50%
- Accelerates decision making with social business tools
- Winner of MarketTools™ ACE (Achievement in Customer Excellence) Award
- Honored as a Top Ten Support Site by the Association of Support Professionals

information supporting that process—high tech companies can vastly improve the speed, performance, and quality that lead to success.

Accelerating product development

Rapid speed to market is essential for survival in the high tech market. When products go from concept to obsolescence faster than other industries can typically develop a prototype, there's no choice but to keep the new product pipeline flowing quickly.

As a result, world class product lifecycle management is a hallmark of the today's top high tech manufacturers. An effective product lifecycle strategy relies on several key components, including:

- Visibility across the development and launch process
- Effective integration of CAD drawings and other design documents into the process
- Access to component cost information
- Up-to-date sharing of current revision information

All these components must be managed efficiently to achieve fast time to market. By using the product lifecycle management (PLM) tools that are part of Infor™ High Tech, Infor customers have been able to:

- Reduce their time to market

- Expand their product offerings significantly without expanding headcount
- Offer more product choices to the customer
- React faster to new competitive threats

For example, Teledyne LeCroy, a manufacturer of electronic design and test devices, implemented Infor PLM Discrete to gain greater control over product change requests and approvals. As a result, they found that it allowed them to make more efficient business decisions and maintain enhanced process visibility. As Tyler Cox, the company's vice president of product development said, "With PLM Discrete, we can easily track who initiated a change request, make the approval, and view what stage the request is currently in, significantly improving our speed in altering and improving products."

With Infor's advanced PLM solutions, high tech companies have been able to make comprehensive and accurate product information easily accessible to everyone throughout the value chain. They're able to integrate their PLM system with computer-aided design solutions to streamline new product design processes and accelerate new product introductions. Companies with forward-looking product lifecycle management capabilities have discovered that they can offer greater product variety, reduce lead times, and reduce response times without increasing costs. In fact, costs have gone down, while quality has increased.

Enhancing collaboration

The prerequisite to a quick and effective product management process is an equally speedy and accurate decision making process based on effective collaboration. Information technologies that support broad-based collaboration and sound decisions can be decisive factors in making a high tech business more competitive.

Today's workforce needs efficient, easy-to-use software systems for accomplishing daily tasks. This generation relies on social media services in nearly every facet of life. They turn to Facebook™ a billion times every day, without a minute of training. They anticipate the same level of accessibility in the software they use at work and they enjoy interacting with others in an online environment.

Infor High Tech features our innovative Infor Workspace user interface and social business collaboration platform. By giving business solutions the same degree of usability

as popular social media services, and combining relevant information for rapid access, Infor solutions now give your workforce vastly enhanced collaboration tools to help your business succeed.

High tech manufacturers also need support for collaboration with suppliers, partners, and customers around the world in order to maintain a well-orchestrated, end-to-end business process. Infor High Tech offers global collaboration capabilities that help all contributors maintain full visibility over critical information in a secure environment to ensure the success of every product throughout its lifecycle.

Physik Instrumente, a manufacturer of precision positioning systems with eight branches worldwide, turned to Infor to consolidate systems as a path to lowering costs and improving agility. "The decision to choose Infor over all the others was mainly by virtue of its market-leading support for single instance, global ERP and its ability to support complex business processes using standard packaged software," said Christine Benkenstein, the company's head of IT.

Streamlining decision making

To respond quickly to new competitive pressures and emerging customer demand, high tech companies need quick, sophisticated analytics and reporting tools that support the strategic and financial decisions that lead to great results. When everyone in the organization is making decisions based on the same reports, drawn on the timely, consistent use of the same data, the company gains more coherent teamwork and more effective performance overall. Infor business intelligence and analytics solutions simplify and accelerate the reporting process in a way that fosters clear, uniform use of data throughout your company.

Mobile capabilities offer another avenue for improved decision making. Expanding managers' choices about where and when they can make and execute decisions can improve company performance dramatically. Infor Motion technology allows managers to receive alerts to critical events and route approvals through their favorite mobile devices, so that they can stay informed and take action no matter where they're located.

Sustaining manufacturing excellence

Infor High Tech includes a collection of powerful software solutions that help high tech manufacturers achieve operational excellence in an increasingly competitive marketplace. This innovative collection of solutions combines best-of-breed solutions in several domains using Infor ION, our innovative integration technology, to create a comprehensive, end-to-end solution that addresses every critical challenge that high tech manufacturers face, including:

- **Supply chain management.** Infor High Tech includes some of the most sophisticated capabilities available for maximizing the efficiency of a global supply chain and optimizing costs from the suppliers' supplier to the customers' customer.
- **Manufacturing control.** The ERP software that anchors Infor High Tech includes sophisticated manufacturing management capabilities that already make many of world's most complex manufacturing processes fast, reliable, and profitable.
- **Sales and operations planning.** Planning high tech products requires a high degree of co-ordination and up-to-date input from many sources. The planning features in Infor High Tech ensure that you've made plans with all relevant information in mind.
- **Native integration.** Infor ION technology incorporates sophisticated integration technologies so that all the parts of your sourcing, planning, and production happen as a unified whole.



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About Infor.

Infor is the world's third-largest supplier of enterprise applications and services, helping more than 70,000 large and mid-size companies improve operations and drive growth across numerous industry sectors. To learn more about Infor, please visit www.infor.com.

With world class support for the most complex manufacturing scenarios, Infor High Tech helps companies optimize speed and quality, while maintaining strong financial performance for long-term success.

As a case in point, Pride Industries, an Infor customer, needed to provide faster and easier data exchange between departments and users and eliminate duplicate data entry. They found that their Infor ION solution streamlined processes, ensured accuracy, and reduced operational costs by opening communication between Infor LN and Infor EAM. As John Vaughan, senior vice president and CIO of Pride Industries said, "The lightweight, easy to install and configure Infor ION produced a quick return on investment; ION ensures that our applications operate together seamlessly to execute business processes."

Gaining permanent advantage

The costs of missing an opportunity in today's high technology industry are far greater than in the past. Companies can go from hero to zero faster than ever before, and those that fall behind often get surpassed by upstart competitors before they even realize what happened. A few key initiatives can go a long way toward maintaining a strong competitive position. Companies that build a firm foundation for rapid innovation and competitive advantage reduce their risks and increase their chance of success.