



#### RENESAS TECHNOLOGY

A joint-venture semiconductor company, established by Hitachi, Ltd., and Mitsubishi Electric Corporation, and designer and manufacturer of highly integrated semiconductor system solutions for mobile, networking, automotive, industrial, and digital home electronics markets.

#### Industry: Semiconductors

#### Geography: Global

#### Deployment Summary

- TIBCO's business integration solution coordinates end-to-end business processes and integrates back-end applications.
- TIBCO's business-to-business (B2B) integration solution enables secure, real-time transactions with distributors and customers.
- TIBCO's enterprise portal solution provides visibility into the supply chain.

#### Benefits

- Renesas gains a secure, web-based environment for registering, managing, tracking, and collaborating on new design registration opportunities.
- TIBCO's solution allows seamless integration of large and small partners into the supply chain using industry standards.
- Renesas can manage and respond to business opportunities much faster.
- Speed, responsiveness, and visibility of production processes increase across the entire supply chain.
- Streamlining supply-chain processes reduces costs and improves customer service.



"By using TIBCO's business integration solutions, we can seamlessly integrate our partners – large and small – into our supply chain and manage and respond to business opportunities much faster."

**Viren Patel, VP of eService, Renesas Technology America**

## Business Integration Energizes Renesas Supply Chain

Renesas Technology America, Inc. is a subsidiary of a joint venture semiconductor company established by Hitachi, Ltd. and Mitsubishi Electric Corporation on April 1, 2003. The company supports the requirements of the North American marketplace with a broad range of standard and low-power semiconductor solutions, including RISC and CISC microcontrollers and microprocessors; memory ICs, including PC100 memory chips, DRAMs, DRAM modules, SRAMs, Flash memories, Flash cards, and EEPROMs; logic ICs; discrete devices; optoelectronic devices; communication ICs; RF/wireless ICs; and mass storage ICs. Substantial design engineering, manufacturing, and research and development facilities in the United States help bring some of the world's best technology to U.S. customers.

#### Renesas decides to streamline the supply chain

Supply chains in all manufacturing sectors, especially semiconductors, are encountering new requirements for competition in the e-business environment. In the face of greater

demand for more customized products, faster delivery schedules, and instant access to order status, Renesas Technology needed to increase the speed, responsiveness, and visibility of production processes across the supply chain. The company also wanted to automate its existing design registration process, which was still being done via phone and fax. Renesas had to tackle their integration challenges first, since several disparate back-end systems and databases couldn't communicate with each other.

Renesas sent out proposals to several vendors, listing the following requirements:

- Proven expertise in e-business integration
- Real-time business-process automation using RosettaNet standards
- Thorough understanding of semiconductor supply-chain issues

During their four-month evaluation process, Renesas Technology discovered most B2B integration solutions required the implementation

of multivendor products. Renesas preferred to partner with only one vendor who could meet all of its needs: TIBCO Software Inc.

### **TIBCO solution enables seamless B2B integration**

Renesas successfully implemented TIBCO BusinessConnect™ RosettaNet Protocol, enabling the integration of its B2B processes with those of its trading partners, using the RosettaNet™ e-business standards. RosettaNet is a consortium of major IT, electronic components, and semiconductor manufacturing companies – including Renesas – that is working to create and implement industry-wide, open e-business process standards. TIBCO BusinessConnect for RosettaNet is an industrial-strength B2B integration server that fully supports all published RosettaNet Partner Interface Processes (PIPs) and allows enterprises to define their own processes for maximum flexibility.

TIBCO's comprehensive solution helps Renesas Technology to reduce costs and increase the visibility of its supply chain by streamlining its supply-chain processes. Renesas now has a secure, web-based environment for registering, managing, tracking, and collaborating on new design registration opportunities.

"The industry-wide adoption of RosettaNet e-business interoperability standards is eliminating the barriers for supply-chain participation," said

Viren Patel, VP of eService at Renesas Technology America. "By using TIBCO BusinessConnect for RosettaNet, we can seamlessly integrate our partners – large and small – into our supply chain, and manage and respond to business opportunities much faster."

TIBCO's business integration solution integrates Renesas back-end applications such as enterprise resource planning (ERP) and forecasting. TIBCO's enterprise portal solution provides the portal construction tools to offer Renesas partners visibility into its supply chain. TIBCO BusinessConnect for RosettaNet enables Renesas to conduct secure, real-time B2B commerce transactions with its distributors and selected customers, using the RosettaNet e-business standards.

### **Renesas gains improved business agility**

TIBCO's solution provided significant value through a fully integrated infrastructure that enables Renesas to respond to change more effectively.

End-to-end infrastructure: TIBCO's combination of enterprise application integration, portal infrastructure, and B2B connectivity was the comprehensive, single-source platform Renesas needed to deliver real-time communication and collaboration.

Time to market: TIBCO enabled Renesas to go live with its first RosettaNet process within eight weeks from design to implementation.

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### **Viren Patel, VP of eService, Renesas Technology America**

Scalability and reliability: With rapid growth planned for the future, TIBCO's proven, scalable technology allows Renesas to easily expand and add new services over time. TIBCO's real-time messaging also helps ensure improved service to Renesas customers.

### **Integration platform provides flexibility for the future**

Renesas is now in the process of building extranets for its partners and customers and is also looking to integrate more of its back-end systems using TIBCO's solution. Now, armed with TIBCO BusinessConnect for RosettaNet, Renesas can develop future plans to offer a B2B platform to rapidly enable enterprise hubs and e-marketplaces to connect customers, partners, and suppliers. TIBCO's proven, scalable technology allows Renesas to easily expand and add new services as the company grows.



**TIBCO Software Inc.** (NASDAQ: TIBX) is the leading independent business integration software company in the world and a leading enabler of real-time business, helping companies become more cost-effective, more agile and more efficient. TIBCO has delivered the value of real-time business, what TIBCO calls The Power of Now®, to thousands of customers around the world and in a wide variety of industries.

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