

AMCC



Competitive Advantage Through Enterprise Content Management

Business Profile

Applied Micro Circuits Corporation

Provides silicon solutions for optical networks

Industry

High technology

Geographies

Headquarters in San Diego; offices throughout the United States

Business Focus

WCM, EDM, Content Management for Portals

EMC Documentum Products

EMC Documentum ECM Platform, Site Delivery Services, Dynamic Content Assembler, Content Services for SAP

Benefits

- Provide a competitive advantage through greater collaboration with customers
- Speeds time to market
- Creates a document management and knowledge-sharing foundation for the future

Business overview

Applied Micro Circuits Corp. (NASDAQ: AMCC) designs, develops, manufactures, and markets high-performance, high-bandwidth silicon solutions for the world's optical networks. In addition to its corporate headquarters and wafer fabrication facilities in San Diego, Calif., AMCC has facilities around the United States and in Canada, England, Israel, and Romania, as well as sales and engineering offices located throughout the world. Employing approximately 1,100 people, AMCC produced revenue of more than \$400 million in 2000.

Challenges

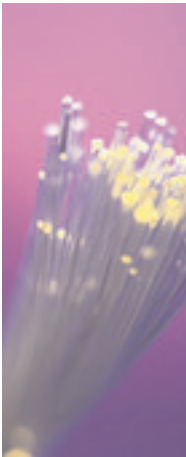
For AMCC, providing content on its expanding network of sites as well as enhancing the company's ability to be more effectively involved with its customers via the Web became a significant business challenge. AMCC selected EMC Documentum[®] to help meet these content management challenges, which were driven by the company's need to:

- Accelerate time to market and provide extra value to customers in the highly competitive semiconductor industry – for example, by making it easier for customers to collaborate with AMCC in real time on product designs
- Replace paper routing and approval of product specifications and related documents with automated, efficient, and tightly controlled electronic systems
- Efficiently manage Web content for company intranet, Web sites, and future corporate portal
- Organize and share valuable knowledge across the enterprise, including recently acquired companies

EMC Documentum Solution

AMCC chose the EMC Documentum ECM platform to manage all its enterprise content management needs. "Once we extended our selection criteria from document management to enterprise content management, EMC Documentum became the only contender," said Patrick McGinty, CIO at AMCC. "The EMC Documentum ECM platform will enable us to efficiently manage product specifications and other business-critical content inside our extended enterprise, as well as enable us to share trusted content with customers and partners."

With the EMC Documentum ECM platform, AMCC can now empower content contributors, including those with no HTML or other Web programming knowledge. The product also provides management backbone for an e-business portal by using EMC Documentum Web Publisher with links to customer relationship management (CRM), enterprise resource planning (ERP), and other systems.



“Once we extended our selection criteria from document management to enterprise content management, EMC Documentum became the only contender. The EMC Documentum ECM platform will enable us to efficiently manage product specifications and other business-critical content inside our extended enterprise, as well as enable us to share trusted content with customers and partners. It also will significantly enhance our ability to collaborate with customers during the design phase and accelerate our product development process, both of which give us a significant competitive advantage.”

Patrick McGinty, Chief Information Officer, Applied Micro Circuits Corporation

Providing Competitive Advantage Through Greater Design Collaboration with Customers

The EMC Documentum ECM platform provides a competitive advantage for AMCC by expanding the company’s ability to be more effectively involved in the “design chain,” as opposed to just the supply chain. By enabling tighter, more real-time control of technical product information and by providing easier access to such information via the Web, EMC Documentum greatly enhances AMCC’s ability to collaborate with customers in the product design phase.

Speeding Time to Market for New Products

Facilitating the design phase and providing seamless workflow processes for content associated with product specifications will help reduce the time needed to produce the end product. Automation of workflow processes not only accelerates the processes overall but also removes bottlenecks in the product development process caused by misplaced documents. With the use of electronic notification of document changes, AMCC also can keep customers better informed and receive their input faster.

Summary

Applied Micro Circuits Corporation is using EMC Documentum to manage its content for its expanding network of sites and to strengthen its ability to collaborate with customers and partners. AMCC selected EMC Documentum because of its enterprise capabilities, including Web content management and content management for portals.



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