

The Making of a Supply Chain Master

KC Quah

Supply Chain Master

Supply Chain Management Professional

Intel Corporation



BIOTECH SUPPLY CHAIN
ACADEMY SOUTH SAN FRANCISCO CONFERENCE CENTER
OCTOBER 19-20, 2009 • SOUTH SAN FRANCISCO, CA

IN ASSOCIATION WITH
APICS
The Supply Chain Authority

Agenda

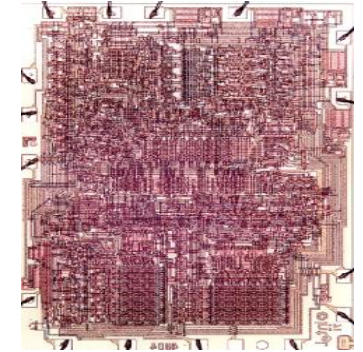
- A little about Intel
- The Intel Story
- The CSCMP story



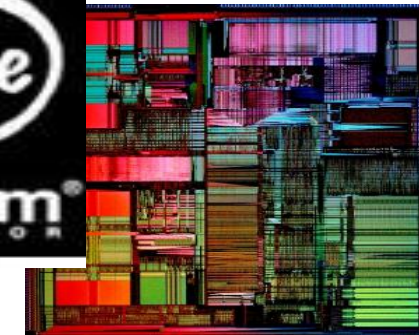
Intel at a Glance...

- **World's Largest Semiconductor Manufacturer**
- **Founded In 1968**
- **\$37.6B Revenue***
- **\$5.3B Net Income***
- **80K+ Employees***

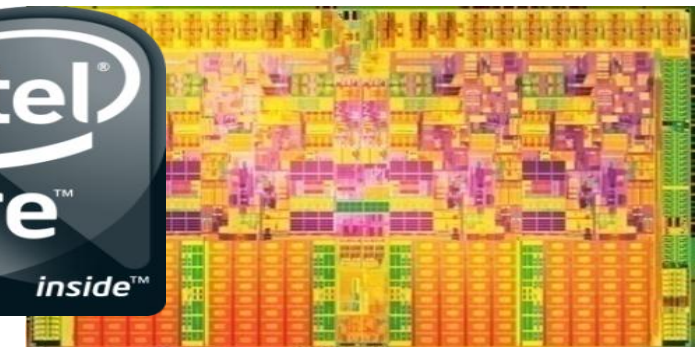
1971



1993



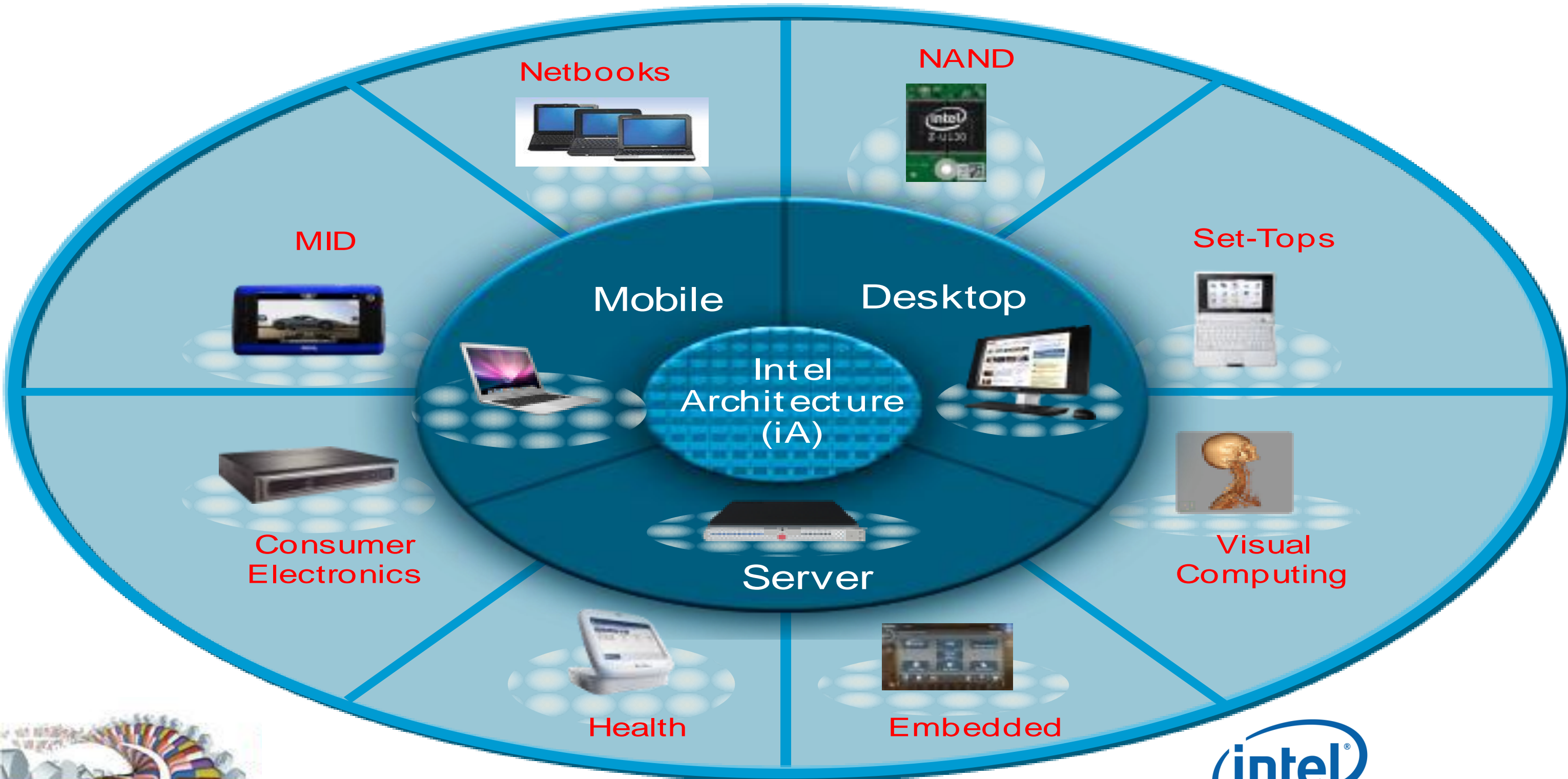
2009



1Q09 Rank	2008 Rank	Company	Headquarters	2008 Tot Semi	08/07 % Change	1Q09 Tot Semi
1	1	Intel	U.S.	34,490	-2%	6,573
2	2	Samsung	South Korea	20,272	2%	3,686
3	5	Toshiba	Japan	10,422	-12%	2,008
4	3	TI	U.S.	11,618	-13%	1,982
5	6	ST	Europe	10,325	3%	1,660
6	8	Qualcomm**	U.S.	6,477	15%	1,316
7	9	Sony	Japan	6,420	-11%	1,270
8	7	Renesas	Japan	7,017	-12%	1,233
9	12	AMD	U.S.	5,808	-1%	1,177
10	4	TSMC*	Taiwan	10,556	8%	1,162



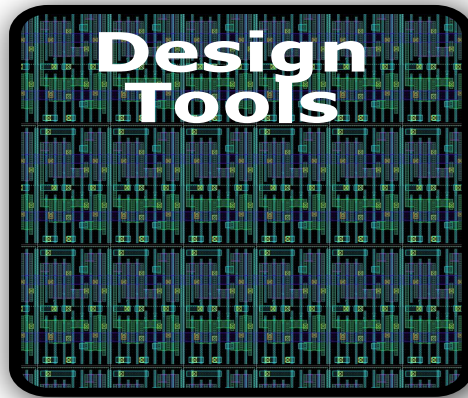
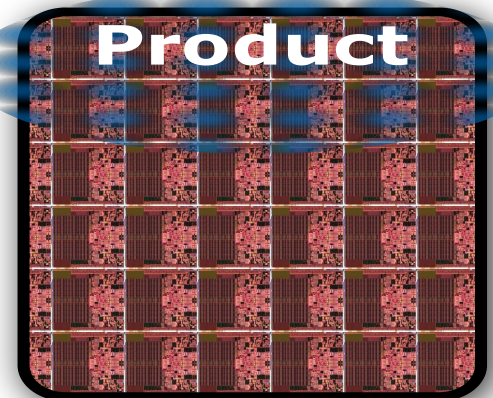
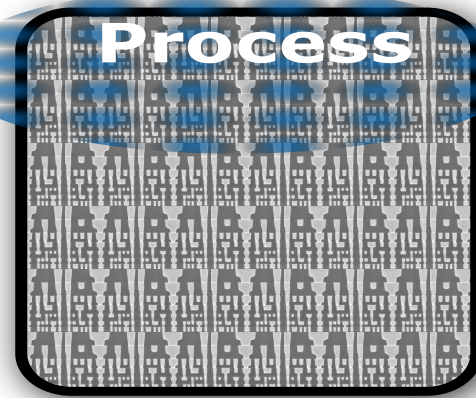
* As of FY2008



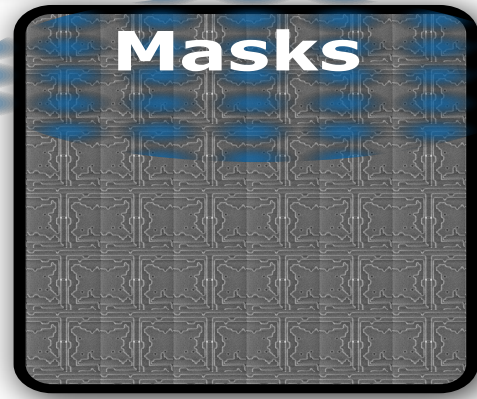
“Processors are complex beasts...”

EETIMES

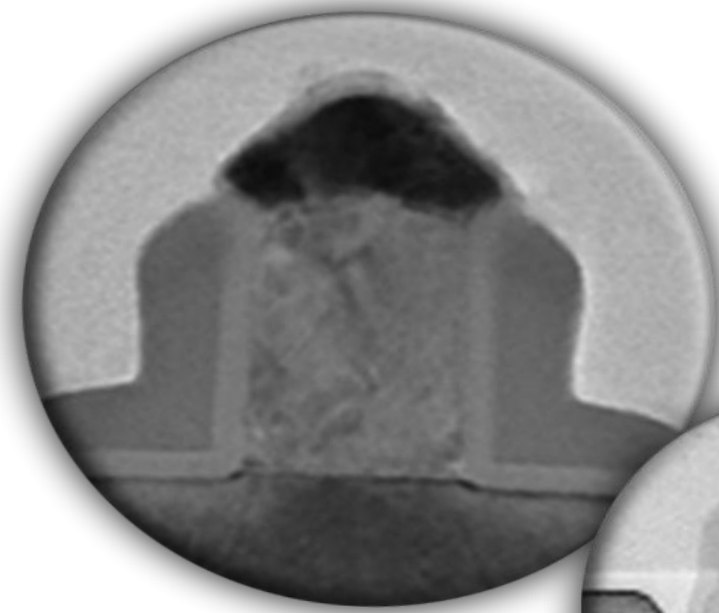
Mark LaPedus
December 10, 2008



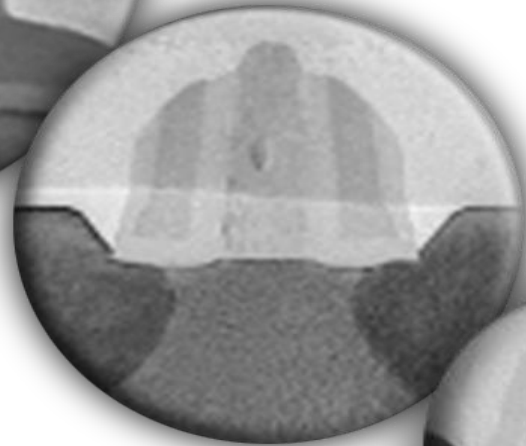
Co-optimization



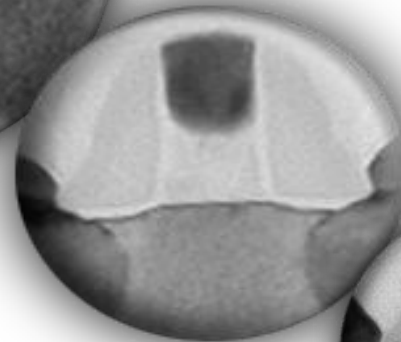
Rapid process technology transitions drive Moore's Law forward



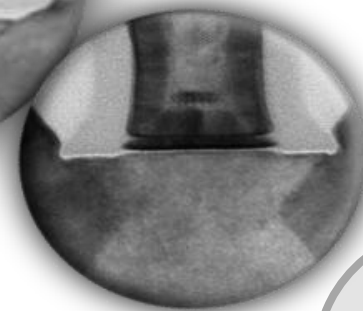
130 nm
2001



90 nm
2003



65 nm
2005



45 nm
2007

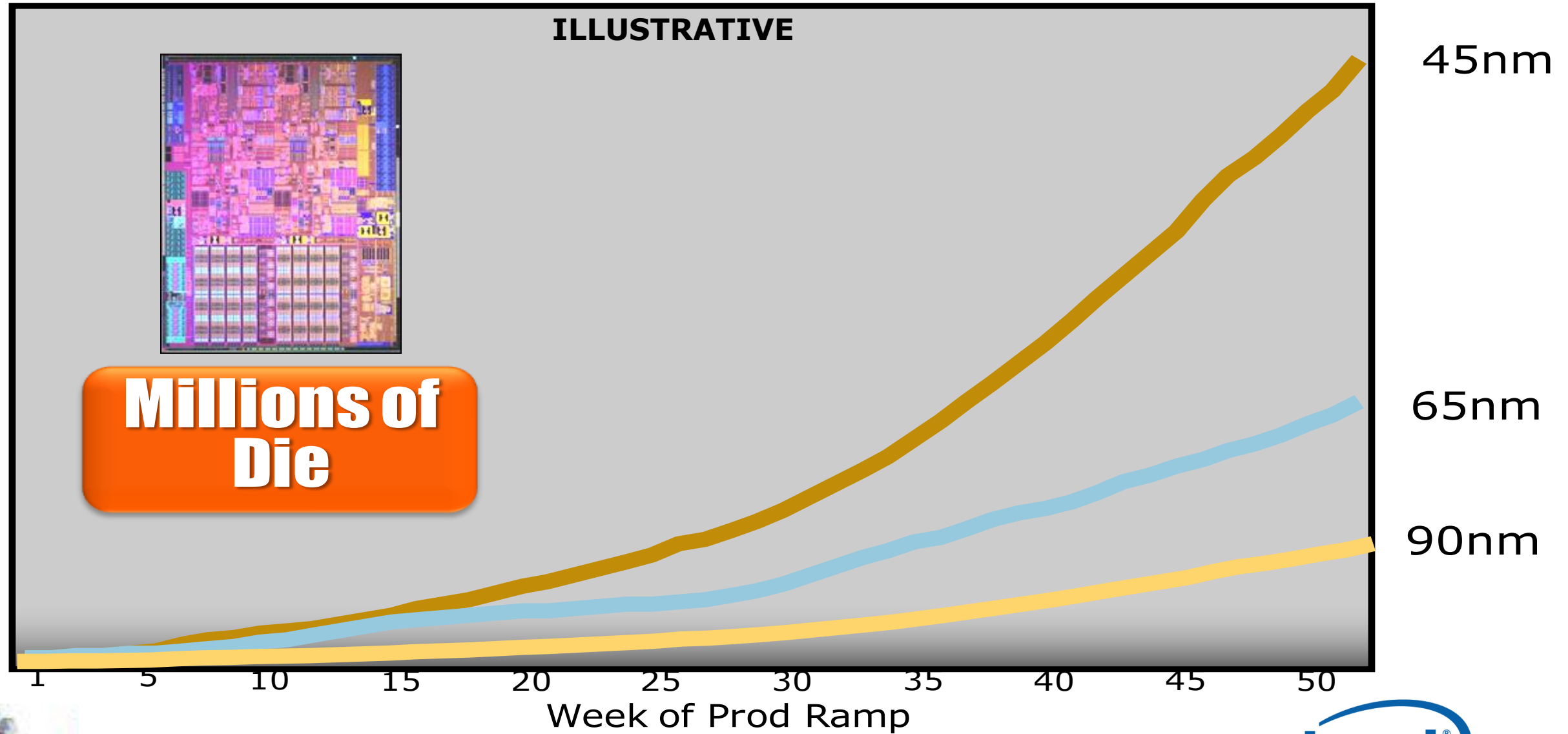


32 nm
2009

On Track

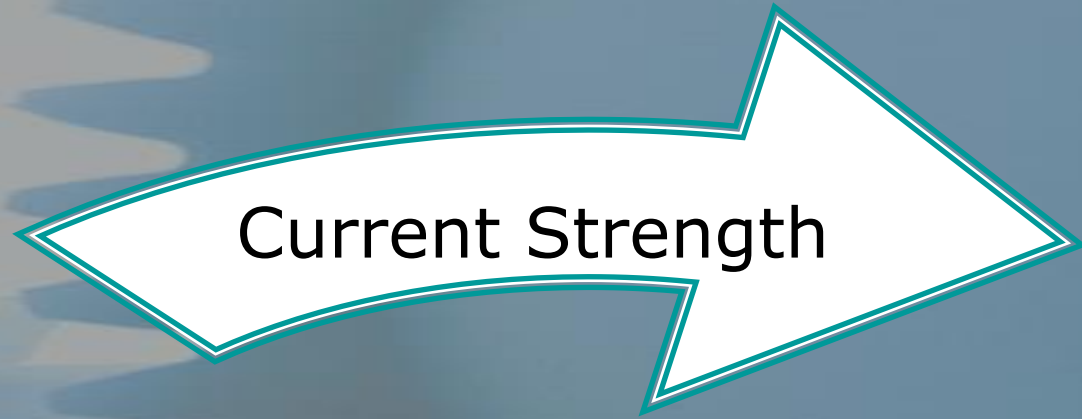


The process ramps are getting steeper with each generation



Intel's factory network spans the globe



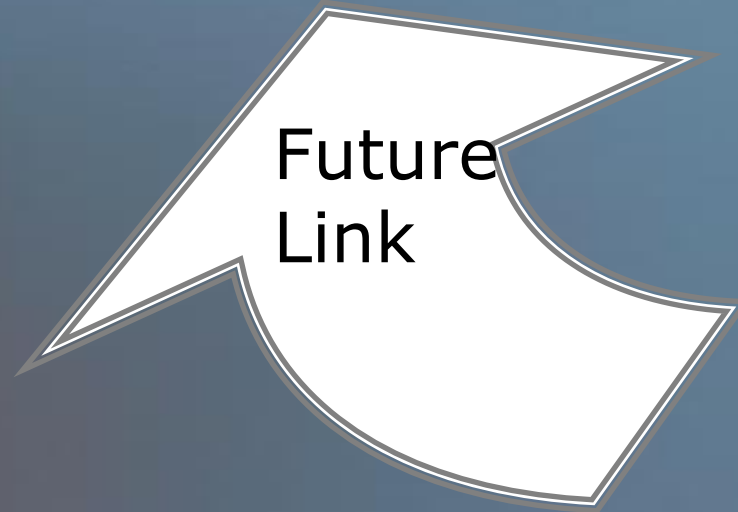


1

**Leading-edge
Technology**

2

**Complex
Manufacturing**



3

**Supply
Chain
Excellence**



Key Characteristics of the Industry

- Global
- Complex
- Getting increasingly complex
- Ramping at faster rate
- Margin Pressure
- Cadence of improvements “expected”
- Customer expectations high and getting higher
- Supply Chain plays a key role

Am I still talking about Intel and the High Tech Industry?

BioTech industry facing same issues?

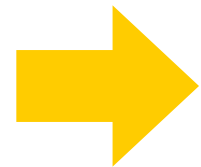


Intel's Supply Chain Leadership Vision

Internal Alignment

Break down functional silos

Improve efficiency and effectiveness



Just Say Yes

Customer Responsiveness & Delivery Performance

Inventory Optimization



Cost Competitive & Agile

Flexibility & Lower Complexity

Supply Chain Segmentation

2005

2012



How is Intel going to realize the Supply Chain Vision?



People

...over 6000 people associated with supply chain



The Intel Story

*Developing the Supply Chain Leaders
of the Future*



The problems we needed to address

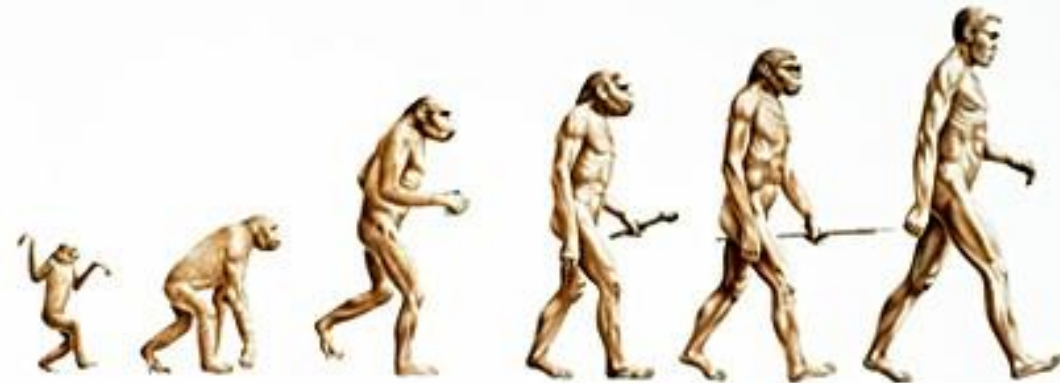
- » Importance of Role
- » Cultivating Talent/Skills/Knowledge





Supply Chain Management Professionals ...2 schools of perception...

We Don't get NO Respect!



Knuckle dragging box pushers



The career paths at Intel

- Technical----engineering leading to principle engineer and Intel Fellow
- Managerial—supervisor leading to manager, director, VP General Manager
- Growth of management ranks down
- Engineering is **MOSTLY** electrical design or process technology

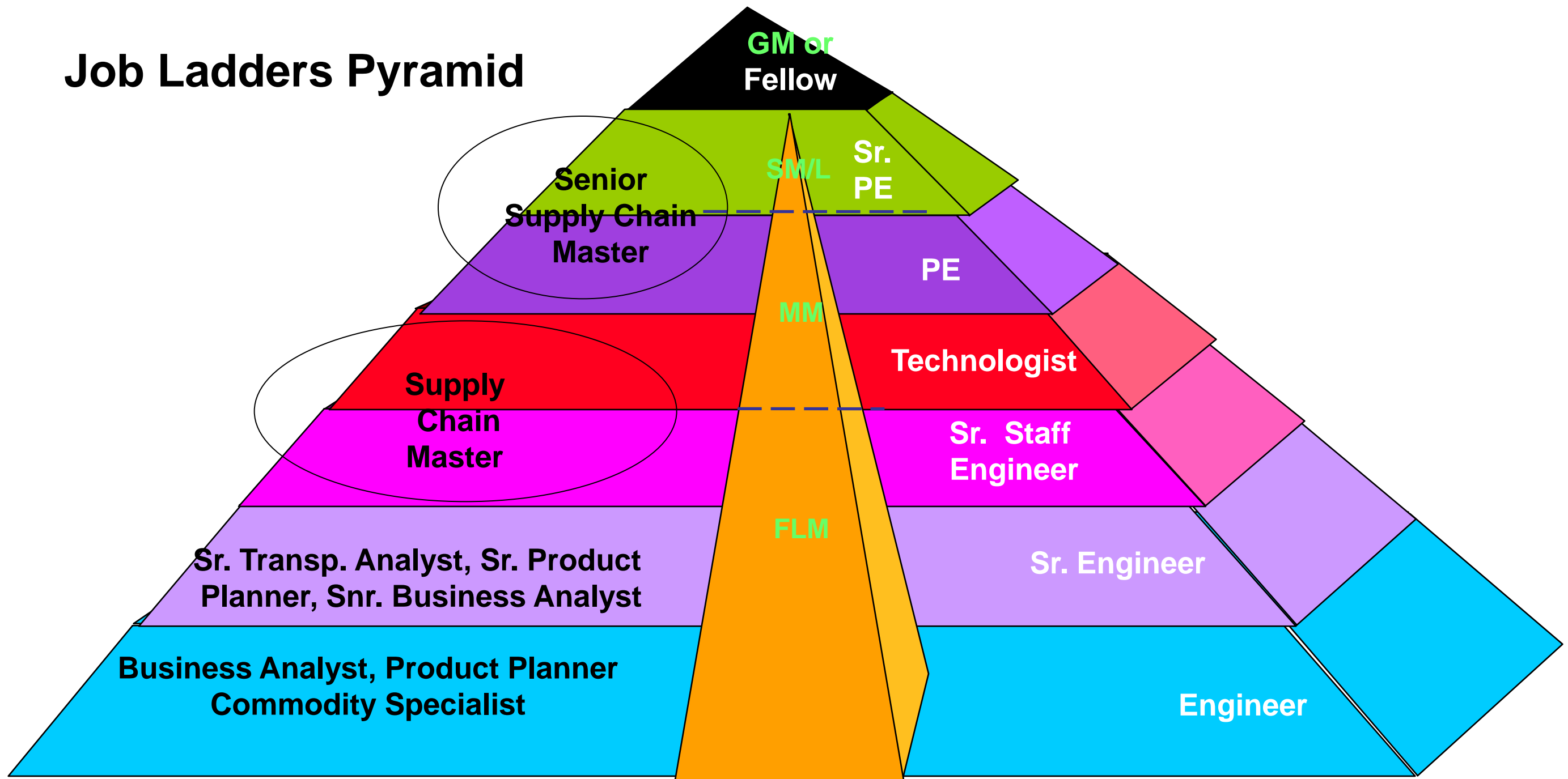


Supply Chain Master Program

A third path



Job Ladders Pyramid



Supply Chain Business

Management

Technical



- **Overview**

- **Supply Chain Master designations formally recognize Intel's key Supply Chain individual contributors for their expertise and contributions within the supply chain business arena**

- **Objectives**

- **Identify, develop and motivate Intel's top supply chain talent to continue to expand their knowledge and drive their career development process in the area of in depth business content.**



Selection Criteria for SCM

- 1. Supply Chain Expertise**
- 2. Internal Influence**
- 3. Industry Influence**
- 4. Role Model/Mentor**



Pillars of Expertise

- **Customer/Supplier Collaboration & Development**
- **Customer/Supplier Management/Negotiations**
- **Risk Management**
- **Statistics***
- **Industrial Engineering***
- **Transportation Planning and Management**
- **Supply Chain Metrics**
- **ERP, CPFR Systems & solutions**
- **Supply Chain Modeling and Development**
- **Distribution Strategies**
- **Logistics**
- **Planning(all varieties and time horizons)**
- **Business Acumen**
- **Financial**
- **Intellectual Property Management**
- **Quality Engineering***
- **Packaging***
- **Business Intelligence**



Selection Process

- Selection by committee internal to the supply chain organization that knows and understands the individuals contribution over time
- Individual groups do a selection based on a CV submittal and presentation by manager
- Then candidates are cross ranked at Supply Chain staff.



What is the status of the program now?

- In fourth year of selection now
- Program gaining momentum and enthusiasm
- SCM's are gaining respect and opportunity
- 40+ applicants in most recent review—8 selected
- Over 80 people have declared this as a job track
- Many involved in key strategic programs like the Low Cost Supply Chain program at Intel and other strategic organizations and initiatives



A little more about impact of the program

- Community of Practice
- Job track declaration and subsequent training and opportunity
- Low cost Supply Chain project
- Cycle time Program
- Customer service programs
- External Opportunities
- Key role in getting Intel's Supply Chain recognition – AMR Top 25, CSCMP Innovation Award



The CSCMP Story

*Developing the Supply Chain Leaders
of the Future*





Council of Supply Chain
Management Professionals

NEWS RELEASE

Industry Recognition

CSCMP Partners with Industry to Formally Recognize Supply Chain Professionals

Lombard, Illinois USA (March 19, 2008)—The Council of Supply Chain Management Professionals (CSCMP), in collaboration with global businesses, has launched a new program designed to formally recognize top-performing supply chain managers.

The program will spotlight two levels of individual achievement—the **Supply Chain Management Professional (SCMP)** and the **Senior Supply Chain Management Professional (Senior SCMP)**. This program was developed to identify top supply chain talent within a company and honor these individuals with a widely-respected professional acknowledgment.

“We believe that CSCMP’s recognition program will inspire supply chain managers to achieve increased skill sets and higher levels of professional excellence,” said James R. Kellso, SCMP Program Chair and Senior Supply Chain Master at Intel Corporation.



Introducing the Supply Chain Management career path....

1. Our Goal is to help define this career path with a program that supports the professional development direction.
2. The CSCMP recognition program is a part of the formal recognition that supply chain management is a PROFESSION with its own skills, accomplishments and career path.

The name of this designation is:

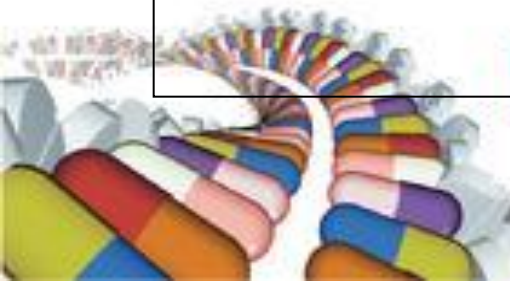
Supply Chain Management Professional

Senior Supply Chain Management Professional

CSCMP Supply Chain Management Professional

Here's the link:

<http://cscmp.org/career/scmprofessional.asp>



Questions??



Intel's Mission

Delight our customers, employees and shareholders by relentlessly delivering the platform and technology advancements that become essential to the way we work and live



Intel's 2009 Objectives

1. Extend our silicon technology and manufacturing leadership
2. Deliver unrivaled microprocessors and platforms
3. Grow profitably worldwide
4. Excel in customer orientation



