

Assignment Profile	Motorola SPS	Mar 03-Jan 04
Role	Project Manager	

Value delivered

- Consolidated air & sea inbound shipments, maintaining timeliness and customer need, releasing €1.1m of cost.
- Enabled complete visibility of all products from production in Far East & USA to end customer.
- Provided ability to redirect any item to any location at any point in the supply chain.

Project Profile

- Operating across central and Western Europe, with a central base in Utrecht, the Netherlands, the client wanted to take advantage of consolidation of air and sea shipments, moving away from unique consignments centred on the end user.
- To enable this, the client needed complete visibility of each product as it moved from production to consolidation in Hong Kong, Manila or Texas, then onwards to outsort in Utrecht.
- The client's customer base varied from Auto manufacturers to white/brown goods manufacturers, with varying degrees of penalties for line down-time. This drove shifting priorities on the orders in progress, and generated a need to redirect individual products whilst in transit.
- The project comprised the definition, development, testing and ultimate delivery of a visibility control tool, combined with a change to the method of shipping from origin.

Features

IT – Internet based visibility tool provided tracking information by order, part and HAWB/MAWB at each point in the transit eg cleared customs. In addition to web queries, the key milestones were uploaded into the client's systems. Inconsistency in timeliness of order feed into the visibility tool meant that a very quick decision making tool was also installed to allow low level clerical staff to quickly invoke the contingency of direct usage of client's systems to process orders on a daily basis.

Physical – Change from processing individual customer orders to consolidation at Hong Kong, Manila, Austin and outsort at Utrecht. Time criticality also drove specific positioning of the consolidated shipments within the aircraft to allow rapid turn.

People – Training of process changes.

Cutover – Two weeks of full parallel testing and phased switchover reduced the risk to the point that cutover was virtually seamless. In the first month of operation, the contingency process was only invoked twice.

Quality – Client's customer services team did not notice the change, excepting more and accurate transit information.

Client Profile

Motorola SPS is a leader in automotive IC's, microcontrollers and networking chips, making it one of the largest global suppliers of high performance semiconductors to industry. Employing 23,000 people in 30 countries, the division turned over \$5.5bn in 2003. In mid 2004, Motorola devolved the SPS division and it was renamed Freescale Semiconductor.



MOTOROLA
Semiconductor Products Sector

IM Project & Interim Management Ltd
7 Trefoil Close, Rushden,
Northants, NN10 0PN, UK

Tel :- +44 (0) 7901 800 487
e-mail :- enquiries@impim.co.uk