



Marvell Semiconductor Implements Universal Costing Process, Automates Gross Margin Analysis for All Business Units

Client Background

Marvell Semiconductor is a leading fabless provider in the world of semiconductors. Its operating headquarters is located in Santa Clara, California, USA, and the company operates design centers in places including Canada, Europe, Israel, India, Singapore and China.

Marvell Semiconductor's multiple platforms include high volume storage solutions, mobile and wireless, networking, consumer, and green products. Their specialties are mainly in the field of Communications, Storage Solutions, Mobile Connectivity Solutions, Enterprise Solutions, Consumer Solutions, Green Technology and Networking Solutions.

Challenges

Marvell Semiconductor wanted to implement Oracle's Integrated Operational Planning (IOP) solution to address the following issues which were detrimental to their operational efficiency:

- They did not have an automated costing process
- They were managing the costing process through Microsoft Excel
- There were gaps in their master data, which was being maintained in Oracle ERP

Triniti Solutions

Marvell Semiconductor chose Triniti because of its expertise, experience, and reputation for providing innovative solutions for the Semiconductor industry.

Triniti was involved right from the start of the decision making process, when Oracle demonstrated the IOP Costing Engine to Marvell Semiconductor's super users of Planning.

Triniti's team of experts then took the time to sit down with these super users to thoroughly understand their costing process and suggested improvements that can gradually improve Marvell Semiconductor's business processes.

The Triniti team performed the following:

- Deployed the IOP system for all business units
- Identified and highlighted gaps in master data being maintained in Oracle ERP
- Integrated the IOP System with the following models – N, PDM, Oracle ERP, I2, Subcons and Foundry Quotation Systems
- Tracked and resolved any Data Cleanliness concerns
- Laid out the system for the Gross Margin Analytics by integrating operations with Finance
- Provided a decision support tool which assisted users in analyzing and finalizing standard costs



Business Benefits

With Trinity’s assistance in implementing IOP, Marvell Semiconductor was finally able to link operational plans to financial results, which enabled them to have a Timely, Reliable, Accurate and Complete (TRAC) actual Gross Margin.

Marvell Semiconductor also gained the following benefits:

- Increased operational efficiency
- A universal costing process for all Business Units
- Timely, Reliable, Accurate and Complete (TRAC) automated Gross Margin analysis for all business units



Testimonial



Trinity team has been a valuable partner in deploying the Oracle IOP Standard

Costing and Gross Margin analysis solution at Marvell. Their commitment and responsiveness to resolving issues and overcoming technical challenges is very much appreciated.



Avi Sokol

VP Global IT – Marvell Semiconductor