



Press Release

Numetrics Contact: Brian Fuller

Brian.Fuller@numetrics.com

Numetrics CEO to Detail New Differentiators and Economic Advantage in Semiconductor Industry

Ronald Collett, speaking at ArmTech Congress 2009 Nov. 8, will discuss financial importance of improved R&D productivity in new era of IC design

Cupertino, Calif: Nov. 5, 2009 — As the semiconductor industry shows signs of emerging from a difficult recession, company executives can accelerate their growth by revitalizing their product-development organizations to be new sources of differentiation and operational advantage. That's the message Numetrics Management Systems Inc. founder and CEO Ronald Collett will deliver Nov. 8, when he speaks at the ArmTech Congress 2009, in San Jose, Calif.

Mr. Collett, a longtime industry thought leader, co-founded Numetrics, which provides a suite of enterprise software tools tailored to the unique needs of system and semiconductor product-development organizations.

ArmTech Congress is open to professionals interested in engaging the global Armenian community and the emerging high-tech industry sector in Armenia.

In keeping with the theme of this year's ArmTech Congress—"Learning from the past, and inventing the future"—Mr. Collett will address one of the primary issues before the industry: Namely, how engineering executives can gain competitive advantage in the future by boosting R&D productivity and better managing diverse product portfolio development across globally dispersed engineering sites.

"Companies are being forced by changes in industry business models and the rapid evolution of technology to redefine and restructure how they manage semiconductor R&D and product development," Mr. Collett said. "It's reflected in the way companies are seeking excellent engineering resources from around the world—including in Armenia—and deriving operational advantage and better productivity from their R&D organizations."

Numetrics' **NMX-ERP™** software suite is used by seven of the industry's top 12 semiconductor companies to quantify project complexity, ensure predictable IC development schedules and improve R&D productivity. The company's global presence includes a significant engineering operation Yerevan, Armenia.

ArmTech Congress 2009 will be held at the Fairmont Hotel in San Jose, Nov. 5-8. More details are available at www.armtechcongress.com.

About Numetrics Management Systems, Inc.

Numetrics (www.numetrics.com and twitter.com/numetrics) provides a suite of software tools tailored to the unique needs of R&D organizations in semiconductor and systems companies. The enterprise resource planning (ERP) software enables unprecedented predictability of chip development schedules, reliably measures project schedule risk and benchmarks product development performance against the industry's best-in-class. The company is headquartered at 20863 Stevens Creek Blvd., Suite 510, Cupertino, Calif. Numetrics Management Systems is a trademark of Numetrics Management Systems, Inc. All other brands or products are the trademarks or registered trademarks of their owners.