



Press Release

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Semiconductor Companies Can Boost Productivity by “Optimally Understaffing” Product Development—Numetrics CEO

Ronald Collett’s presentation at DATE 2010 will highlight ways industry executives can boost profits and contain costs by optimizing execution efficiency

Cupertino, Calif.: Feb. 23, 2010 — Semiconductor and systems companies can drive significant productivity improvements and cut R&D costs by “optimally understaffing” their product-development efforts, according to Ronald E. Collett, Numetrics Management Systems Inc. founder and CEO. Mr. Collett will outline steps R&D organizations can take toward optimizing product development, during a presentation at the upcoming DATE 2010 conference in Dresden, Germany.

Mr. Collett will speak as part of the panel session titled “How to Address Today’s Growing System Complexity?” The session, chaired by longtime industry analyst Gary Smith, is scheduled for Tuesday March 9, at 11:30 a.m., in the International Congress Center.

As the semiconductor industry enjoys the fruits of the economic recovery, Mr. Collett argues there’s an opportunity for companies to accelerate far ahead of their competitors by redefining how they manage projects and engineering resources.

“The days of planning R&D projects using gut instinct and a spreadsheet are done,” Mr. Collett said. “Savvy engineering managers understand they need to quantify the complexity of their development projects and benchmark themselves against the industry to build accurate and reliable project and staffing plans.”

“Armed with facts and data, managers then can optimally under-staff their projects to maximize their engineering productivity,” he said, adding this doesn’t mean that managers will drive their teams to exhaustion.

“Engineers will strive toward that maximum productivity because they know they’re working to a plan based on facts rather than management whimsy,” added [Mr. Collett](#),

who founded Numetrics 10 years ago to enable semiconductor and embedded software R&D teams to build accurate development schedules and resource plans, improve productivity and shorten cycle time.

More details on the conference and panel session are available at <http://www.date-conference.com/>.

About Numetrics Management Systems, Inc.

Numetrics (www.numetrics.com) provides a suite of software tools tailored to the unique needs of the 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 Boulevard, 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.