



Press Release

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How Semiconductor Companies “Do Moore with Less” is Key to Profitability—Numetrics CEO

Ronald Collett, in April 19 VLSI Test Symposium keynote, will outline steps companies can take to improve R&D productivity, boosting profits in the process

Cupertino, Calif: April 12, 2010 — In an era in which semiconductor and systems companies must do more with less, improving product-development productivity is crucial to creating differentiation and competitive advantage. That’s the message [Numetrics Management Systems Inc.](#) founder and CEO Ronald E. Collett will deliver in his keynote “Doing Moore with Less: Raising the Bar on Semiconductor Productivity” at the 28th [IEEE VLSI Test Symposium](#) (VTS) next week.

The keynote is scheduled for 9 a.m. Monday April 19, during the symposium’s opening session at the [Seascape Beach Resort](#) near Santa Cruz, Calif.

“We can’t continue stumbling down a path in which the vast majority of IC projects miss schedule and engineers burn out because they’re working toward unrealistic schedule expectations,” Mr. Collett said.

The new differentiation in the fabless era means a focus on product-development excellence—keeping pace with Moore’s Law by creating exceptionally aggressive but realistically achievable project plans that everyone in R&D can believe in and work to, he said.

“The industry’s top engineering managers rigorously quantify the complexity of their development projects and benchmark themselves against the industry’s best-in-class to cultivate product-development excellence,” added Mr. Collett, who founded Numetrics to enable semiconductor and embedded software R&D teams to build fact-based schedules and resource plans, improve productivity and shorten cycle time.

Armed with facts and data, managers then can “optimally under-staff” their projects—determining the minimum team size required assuming each member’s productivity is best in class — to maximize their engineering productivity. Engineers will strive toward

that maximum productivity because they know they're working to an achievable, fact-based plan, he added.

More details on the panel session and the conference are available at http://www.ttc-vts.org/public_html/new/2010/index.php.

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. Follow Numetrics on Twitter at twitter.com/numetrics.