



Press Release

Numetrics Contact: Brian Fuller

brian.fuller@numetrics.com

408-351-5829

NXP Uses Numetrics' IC Project Planner™ to Improve IC Project Predictability and Productivity

Cupertino, Calif.: July 2, 2010 — NXP helped drive a vitally important analog-mixed signal semiconductor project to market more efficiently and effectively by using Numetrics' IC Project Planner™ to analyze schedule risk and benchmark its execution assumptions, particularly the impact of IP reuse.

That success is outlined in a [new case study](#) posted on the Numetrics Web site that highlights the importance of schedule predictability and improved productivity in a high-stakes race to market.

"Building predictable schedules is crucial to product development and, ultimately, market success. But too often project managers use home-grown tools and intuition to guess when they're building a schedule," said Ronald E. Collett, founder and CEO of Numetrics. "Top project managers don't guess. They quantify the complexity of their design project and benchmark themselves against our industry database. That's how managers become best in class."

The NXP device, a switched mode power supply (SMPS) controller IC that operates directly from the rectified universal mains, was designed for applications including chargers, adapters, set-top boxes, TV/monitor standby supplies, and PC peripherals.

NXP had significant revenue expectations for the device in a hyper-competitive market, and time to market was vital.

"It was a very key project for us," said Frank van de Schuur, NXP's lead on the project. "Timing was holy for this project."

NXP's initial development plan, including staffing assumptions, was based on previous, similar internal projects, and the schedule was set according to required market introduction.

Key to getting to market quickly was the reuse of blocks of semiconductor IP from previous projects. NXP used IC Project Planner to perform a min-max complexity analysis to see the potential effect of low amounts of reuse compared with high amounts of reuse.

IC Project Planner determined that low amounts of planned IP reuse assumed productivity that was vastly higher than anything similar teams had achieved. But in examining the high-reuse scenario, the Numetrics-generated fact-based plan estimated staffing levels and duration that were more in line with NXP's initial plan. The required productivity turned out to be a challenging target, but a realistic one—one that was among the best-in-class in the industry.

“Especially in beginning of the project, when we examined different scenarios, we could see that the ‘wish’ schedule was unrealistic,” van de Schuur said. “That helped me to go convince management that we should change the target. That was quite useful.”

To read the complete case study, [click here](#).

About Numetrics Management Systems Inc.

Numetrics (www.numetrics.com) provides project and program managers in leading semiconductor and embedded software R&D organizations with production-proven planning tools to create project schedules and resource estimates that are far more accurate and reliable than projections based solely on intuition and traditional tools/methods—and in a fraction of the time. The enterprise resource planning (ERP) software leverages an industry database of more than 1,500 design projects to reliably measure project schedule risk and benchmark 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 and NMX are trademarks of Numetrics Management Systems, Inc. All other brands or products are the trademarks or registered trademarks of their owners.