



MARVELL'S B2B AUTOMATION

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Marvell Semiconductor Inc.

Norcal OAUG - October 03, 2007

MOVING FORWARD
FASTER®

Corporate Mission

The market leader in providing the best data storage and broadband data communications solutions available.

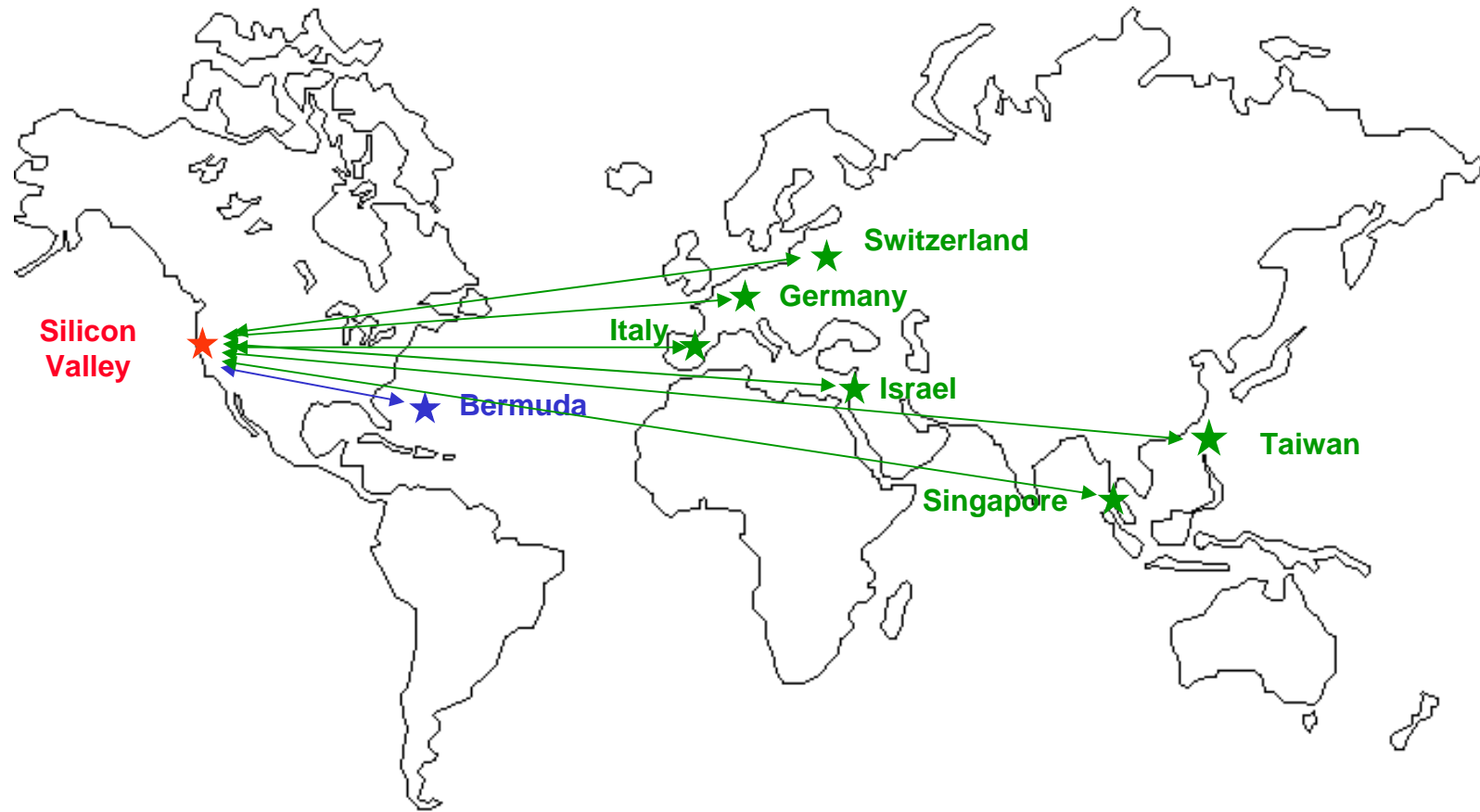
“Moving Forward Faster”

History

- **Founded 1995**
- **Fabless semiconductor**
- **Global operations**
 - Israel
 - Europe (Germany, Italy, Switzerland)
 - Asia Pacific (Singapore, India & China)
 - USA
- **Annual Revenue (\$MM)**

– FY 2002	288.8
– FY 2003	505.3
– FY 2004	819.8
– FY 2005	1,224.6
– FY 2006	1,670.3
– FY 2007	2237.6
– 1 st Quarter 2008	635.1
- **4000+ employees across US, Europe and Asia**

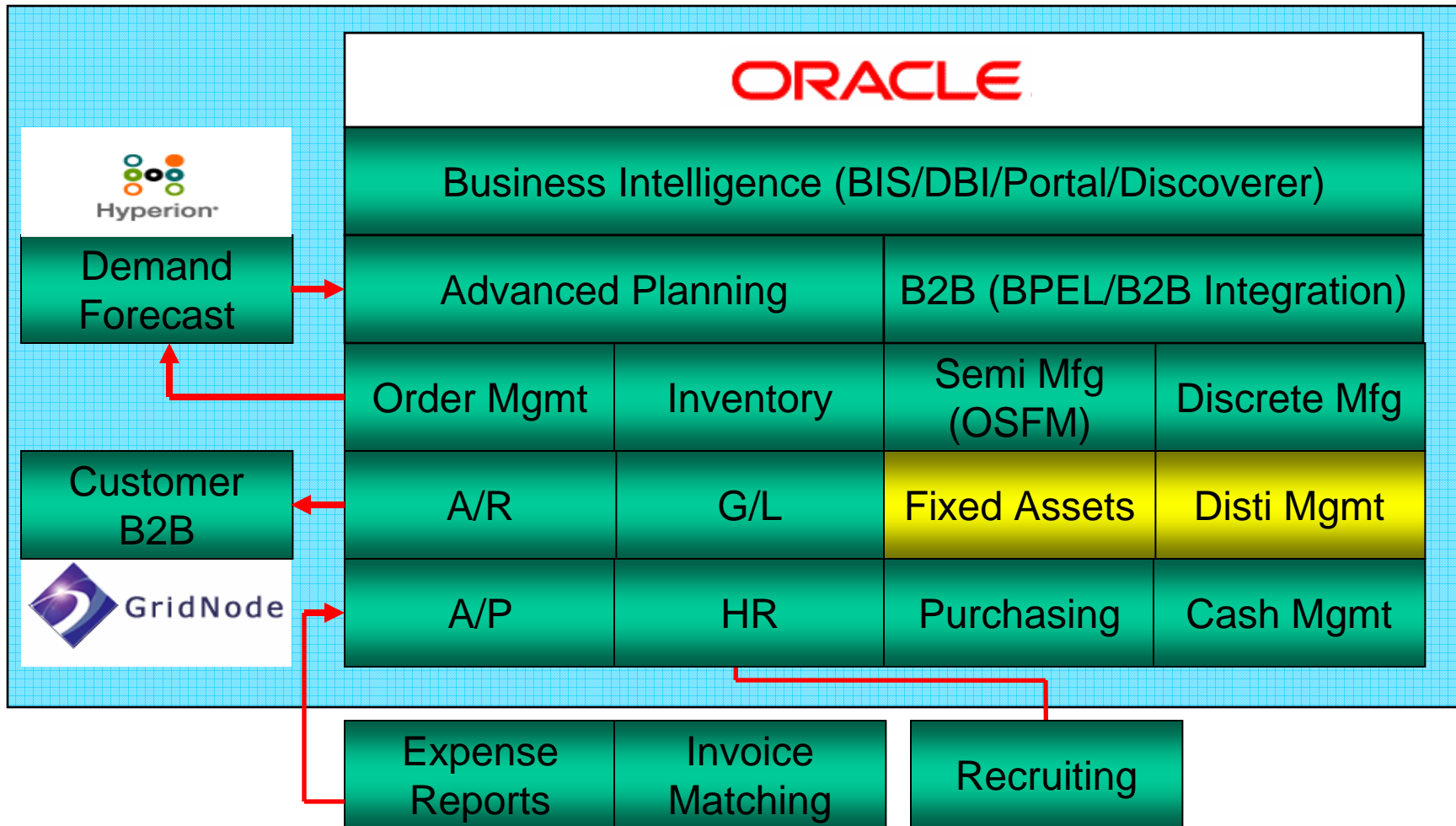
Marvell Business Operations



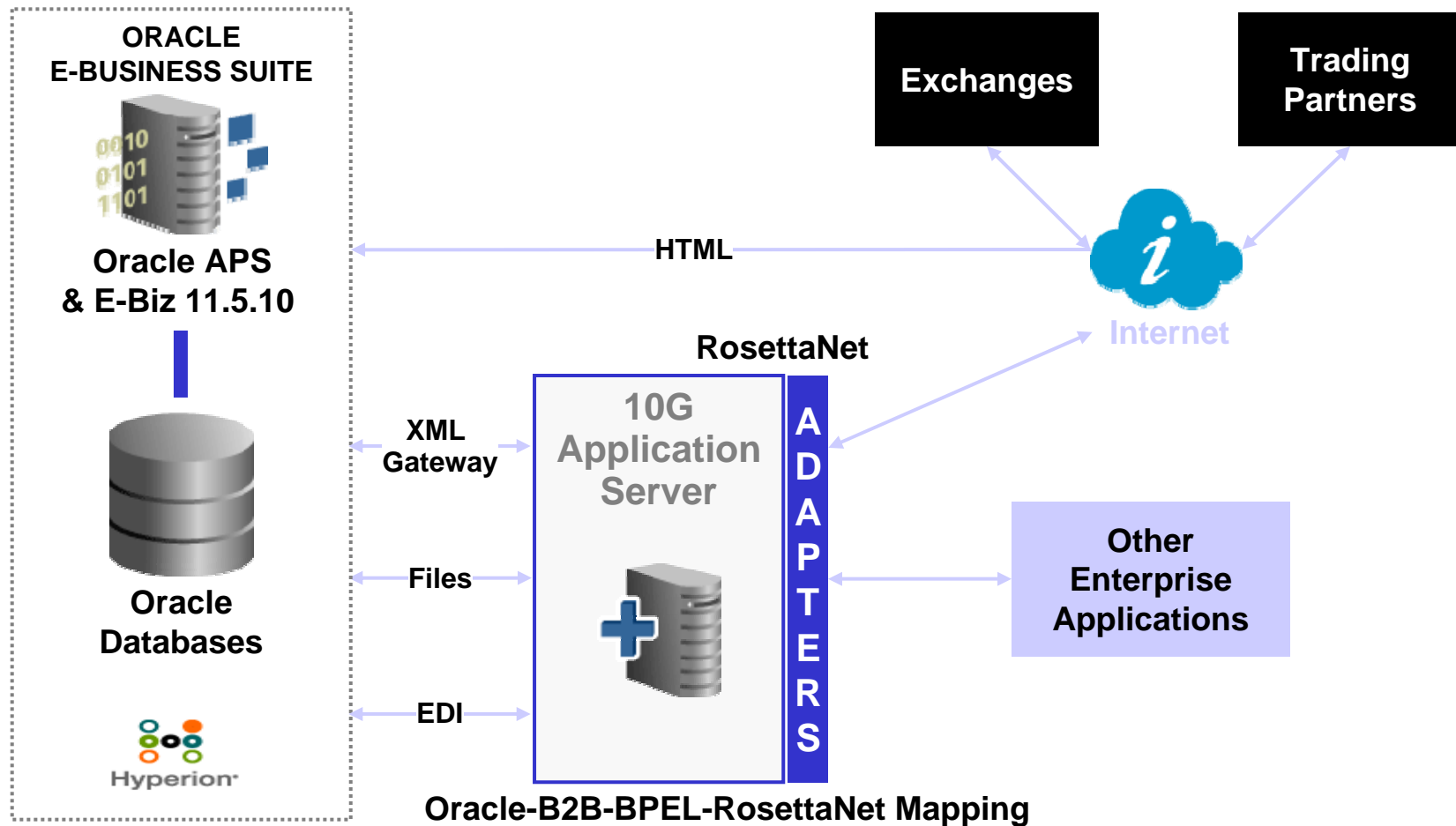
Marvell's Business Applications Journey

AUG 2001	Galileo Go-live on Oracle Apps 11.0.3
DEC 2001	Upgrade Oracle Apps 11i (11.5.4)
JAN 2002	Convert Oracle Apps to Multi-Org and Fiscal Calendar
MAY 2002	Migrate North America to OM/FI to Oracle Apps 11i
OCT 2002	Go-live OSFM
OCT 2002	Implement Rosettanet PIP 3D8 with 10 Sub Contractors
AUG 2003	Install Oracle 10G iAS for Rosettanet
DEC 2003	Upgrade Oracle Apps to 11.5.9
JAN 2004	Migrate SysKonnct GmbH from BAAN to Oracle Apps 11i
FEB 2004	Migrate RADLAN IL to Oracle Apps 11i (New Company)
APR 2004	Install UTF8 to accommodate multi-byte characters
SEP 2004	Implement Basic HRMS
DEC 2004	Implement WEB based Employee Expense System for North America
JAN 2005	Implement Compensation Work Bench
JUL 2005	Implement Phase 1 ASCP (Wafer Buy Plan)
AUG 2005	Upgrade Oracle Apps to 11.5.10
JAN 2006	Integrate Q-Logic Acquisition
FEB 2006	Integrate UTStarcom Acquisition
APR 2006	Integrate National Semiconductor Acquisition
MAY 2006	Integrate Avago Acquisition
MAY 2006	Implement Marvell Penang Ltd (New Company)
AUG 2006	Implement Single Sign On
OCT 2006	Implement Marvell Switzerland Ltd (New Company)
NOV 2006	Integrate Intel Acquisition
NOV 2006	Implement Marvell DSPC IL (New Company in Israel)
MAR 2007	Upgrade Oracle Apps to 11.5.10 CU2/10G DB with Active DR (DataGuard)

Marvell's Enterprise Business Applications



Integrated Global Applications



- Rosettanet Frequency: Every 6 hours
- Counts: 8,600 WIP Events a day, 1200 Lots a day
- 90% of the events processed without manual intervention

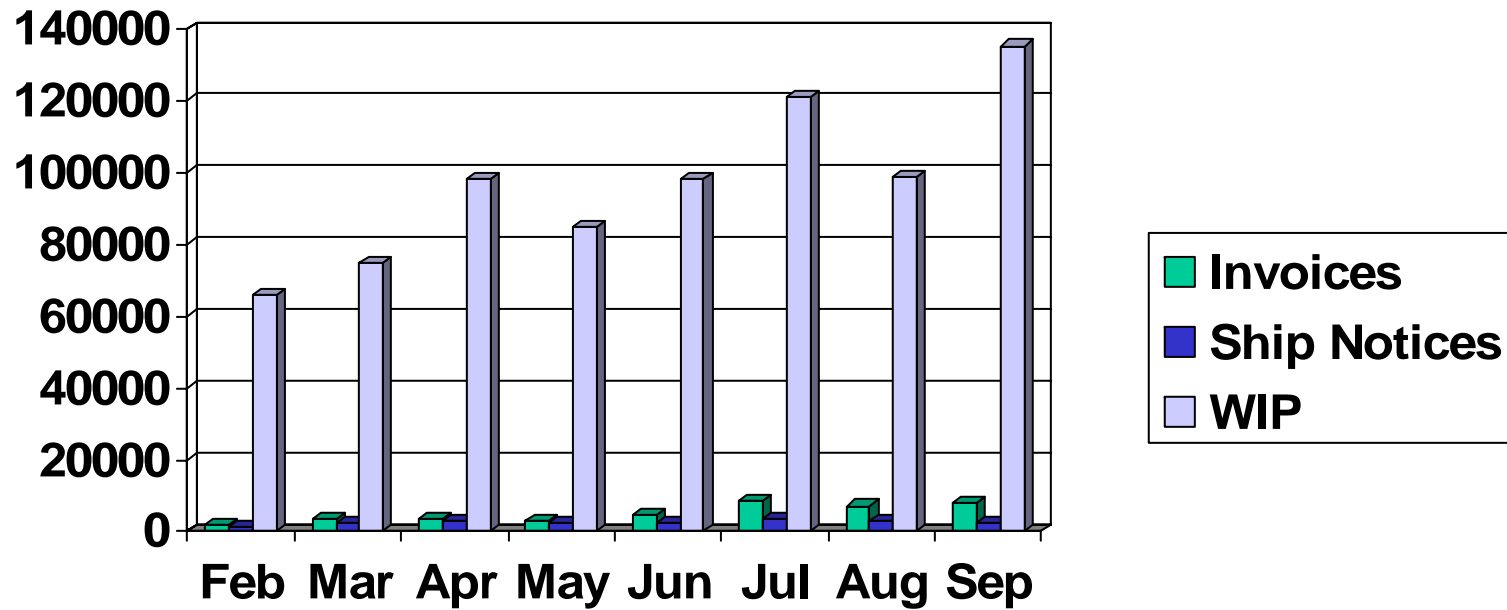
Business Automation Drivers

- **External Audit Requirement (Get off Spreadsheets)**
 - Consigned Inventory at contract Manufactures' Site
 - Outside Service Payment/reconciliation
- **Global Business**
 - Multi-language
 - Multi-currency
- **Scalability**
 - Support Rapid Expansion thru Acquisition
- **Support Multiple Business Models**
 - Electronics Assembly
 - Semiconductor Manufacturing

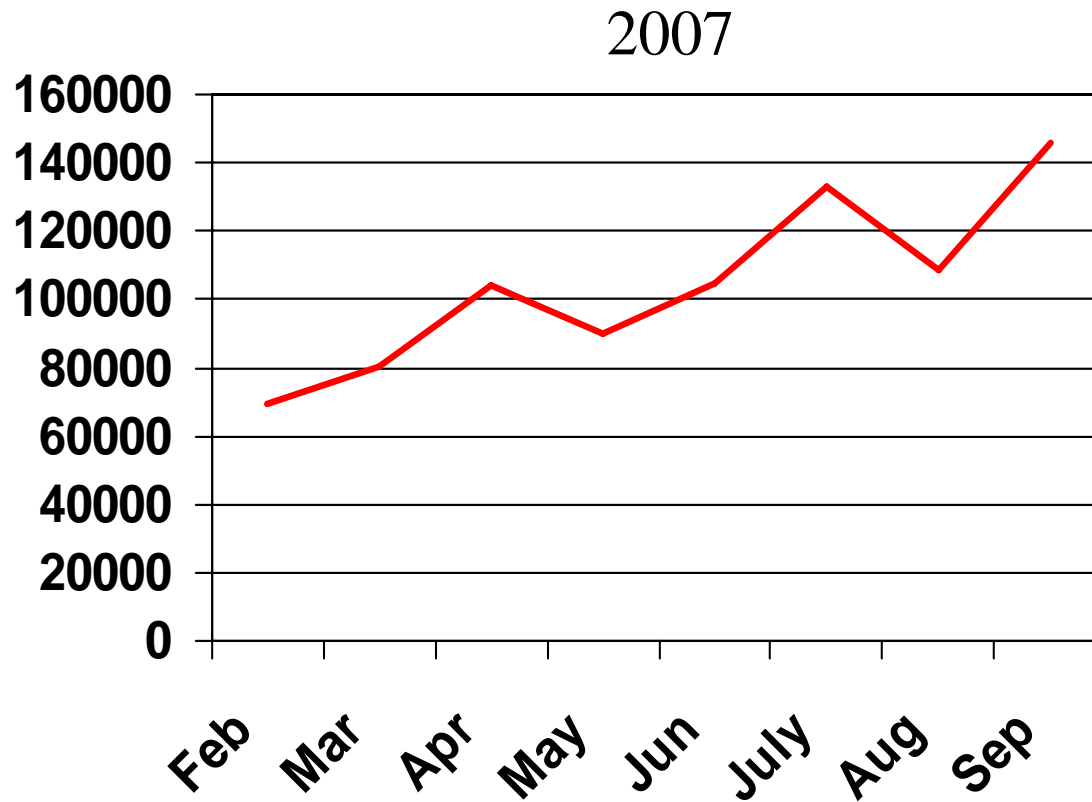
B2B Transactions

- **21 Subcontractors sending Work In Process (WIP) data**
 - 7 using 3D8 – RosettaNet older standard
 - 13 using 7B1 – RosettaNet current standard
 - 1 using Comma Separated Value files (CSV) via FTP
 - ~ 100,000 per month
- **5 Subcontractors sending Advance Ship Notices**
 - ~ 2500 per month
- **2 Subcontractor sending Invoices**
 - ~ 7000 per month
- **Other miscellaneous transactions using CSV via FTP**
 - Pick Lists
 - Bank Statements
 - Invoice Data
 - HR data
 - Wafer maps

RosettaNet Transactions by Month



FY08 Transaction volume trends per month



In Process

- **EDI and RosettaNet inbound PO, and PO Change**
- **EDI Distributor Inventory**
- **EDI Distributor Point of Sale**
- **RosettaNet outbound PO, and PO change**

Future Plans

- **Convert 3D8 transmissions to 7B1**
- **Ship Notice outbound**
- **Invoice outbound**
- **Product Master outbound**
- **Work Order outbound**
- **Forecast inbound/ Forecast confirmation outbound**
- **Inventory replacement inbound**
- **Electronic Payments**

Challenges and Concerns

- **Oracle Integration B2B**
 - No migration path from R1 to R2
 - Learning curve - BPEL
 - New software releases – ESB, 10.3.1
 - File size issues – files over 4mb
 - Cloning – no provision to restore working clones
 - Single Sign On – not supported
 - Audit ability – no traceability for changes to B2B application
 - BAM – not yet a mature product
- **Other**
 - User Education and managing expectations



Q U E S T I O N S A N S W E R S



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