

Qualcomm speeds time to answers, optimizes core business operations, and puts users in control with QlikView

“ With QlikView's ability to enable IT groups to rapidly deploy applications, we are able to put the power of data analysis into the hands of our engineers faster than ever before. This ultimately accelerates our core business functions in areas such as product lifecycle management, supply chain, finance and feature testing of our various chipsets. ”

Steve Rimar, Senior Programmer Analyst, Qualcomm

Qualcomm Incorporated (Nasdaq: QCOM) is a leader in developing and delivering innovative digital wireless communications products and services based on CDMA and other advanced technologies. Headquartered in San Diego, Calif., Qualcomm is included in the S&P 100 Index, the S&P 500 Index and is a 2009 FORTUNE 500 company.



Need for speed in optimizing product lifecycle management process Supporting enterprise applications for the world's leading developer of next-generation wireless technology is no small task. Understanding the usage of these applications is vital knowledge and with Qualcomm's numerous business Intelligence (BI) systems available at hand, one would think obtaining this information would be easy. However,

employees from the product development services team were unable to easily utilize these tools to obtain this information, not because they lacked the skills to do so, but because they simply lacked the time and resources. Creating data warehouses, developing semantic layers, and authoring ad hoc reports, was time-consuming and inefficient. In order to analyze enterprise application usage throughout the company, the team required another solution that was more rapid and analytically driven.

In the search for a solution to address some of the department's key reporting and analysis challenges, Qualcomm Senior Programmer Analyst Steve Rimar discovered QlikView online and was intrigued by the appealing visual analysis and ability to rapidly develop new applications. After downloading the fully functional free trial of QlikView from www.qlikview.com, he built an application for analysis of Qualcomm's Product Lifecycle Management (PLM) system – within only a few days.

The QlikView solution he developed accesses a large dataset within the PLM application, providing analysis on the number and profiles of employees using the system, along with specifics on peak usage time, system performance and speed, average product turnaround time,

Solution Overview

Qualcomm

Leading developer and innovator of advanced wireless technologies, products and services

Industry

High Tech

Function

Operations, Supply Chain, IT, Quality Management

Geography

United States, India

Challenges

- Need to analyze usage of major enterprise applications
- Improve time to build new applications – existing Business Intelligence (BI) tools required up to six months for each new application

Solution

Qualcomm deployed its first QlikView application in one day. With 200 QlikView users, Qualcomm now analyzes chip feature testing, product throughput and supply chain quality trends – all focused on driving products to market faster. Using QlikView Server (64-bit) and QlikView Publisher, Qualcomm easily supports security and visibility while handling large data volumes. Through QlikView, Qualcomm immediately leveraged the invaluable data that was locked in dozens of different sources to achieve a real time view of operational performance.

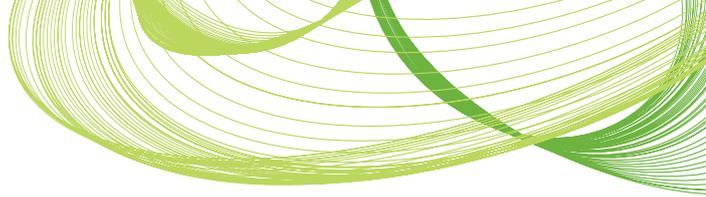
Benefits

- Significantly decreased time to complete product testing and conduct quality control
- Enabled real-time access to chip feature testing data, saving one day of report generation time each month
- Reduced time to fulfill new BI application requests by up to 99% – from six months to a few days

Data Source Systems

Application: Product Lifecycle Management systems, Collaboration tools, Engineering test applications, custom developed applications
DW/BI: Various major vendors, internal data warehouses
Database: Oracle, SQL Server, MySQL, Excel
Hardware: 64-bit Windows Server





and bottlenecks in the process. With Qualcomm’s existing BI solutions, development time for the same application could have taken weeks or even months. After experiencing QlikView’s ease of use and minimized amount of predefined analysis required for development, the team made the decision to purchase QlikView.

Reduced reporting time and optimized staffing accelerate time-to-market

Although QlikView was originally intended for reporting within Qualcomm’s product development services organization, use grew organically as employees began to recognize the potential of QlikView analysis for functions outside of IT. Over 100 dashboards and reporting applications have been deployed across 15 business units. These applications have given employees one-click access to information that had previously taken them hours or days to track down.

For example, a QlikView application for the ASIC System Test (AST) group has enabled Qualcomm to increase efficiencies in the chip testing lifecycle and ultimately improve throughput time. Since the AST group includes nine different subdivisions and employees in both the United States and India, the pre-QlikView process required each group to compile and distribute individual Excel spreadsheets. Today, the department’s 40 users share a single view of how each chip feature is testing against each phone, with powerful trending analysis of coverage percentage, automation complete and other key testing metrics. Qualcomm has been able to save one day each month of time previously spent generating reports.

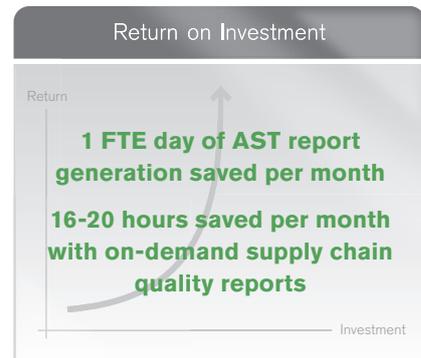
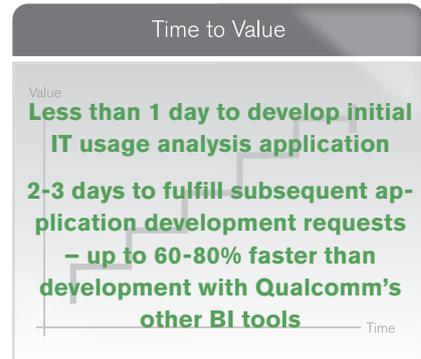
The same AST application also enables Qualcomm to optimize staffing to meet

timing commitments to the company’s manufacturing suppliers. With QlikView analysis, managers are now able to see what the average throughput time for each chip is and the number of days and resources it will likely take to allocate. They can then predict which teams have the bandwidth to complete testing before deadlines and which may be understaffed. Today, staffing not only better meets demand and reduces time-to-market, but can also be more flexibly adjusted based on new initiatives or unplanned events.

“Qliking” for quality: Efficiency and transparency in quality control

In addition to increased reporting and staffing efficiencies and the associated cost savings, QlikView has enabled Qualcomm to provide its engineers with the intelligence necessary to improve quality control processes. Before QlikView, a quality technician spent at least four hours each week preparing reports for eight different Qualcomm product families – an exhausting five-step process that included querying data from the company’s Manufacturing Execution System (MES) using Qualcomm’s previously used business intelligence software product, exporting to Microsoft Excel, creating a pivot table, refreshing the existing chart, and manually calculating yield and Defects per Hundred units (DPHU) to complete the chart.

Today, the time-consuming weekly reporting process has been completely eliminated, saving the quality technician 16–20 hours each month. QlikView interactive reports also provide engineers with new capabilities to drill down to specific details in a few clicks. Since the engineers can query data and perform trending analysis independently and easily, they have more time to recog-



nize and respond to any issues that are lengthening the quality control process.

Putting business intelligence in the hands of end users

While Qualcomm already had a significant BI presence and investment in traditional tools, the company recognizes the additional value QlikView brings to its end users.

“The QlikView difference is in the time to deploy new applications,” said Rimar. “Since QlikView is an all-encompassing tool and we don’t need to spend a lot of time gathering and modifying requirements, it only takes a few days to get new applications up and running, allowing us to quickly expand to additional users.”

“ Since QlikView enables our engineers to query data and perform trending analysis independently and easily, they have more time to focus on issue resolution. ”

Magdalene Chiew, Sr Staff Engineer/Mgr, QCES NPI Quality, Qualcomm

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