ENSURE THE ABILITY OF BUSINESS CONTINUITY MANAGEMENT OF COMMUNICATION INDUSTRY

Gudeng Precision Industrial Co. Ltd

Amy Shen

2012/07/12
AGENDA

1. About Gudeng

2. Gudeng Continuity
   2.1 Product R&D and Innovation
   2.2 Marketing Strategy
   2.3 Knowledge Sharing
   2.4 Information Transparency

Partner with *H.E.A.R.T.*, grow with passion
About Gudeng

Gudeng Tucheng HQ

- Tainan Branch
- Gudeng Capital
- Gudeng Shanghai

- Headquarters: Tucheng Dist., New Taipei City
- Founded: 1998.3.20
- Employees: 217
- Capital: NT415,770,000
- IPO: August 31st, 2011 in Chinese Taipei

Partner with H.E.A.R.T., grow with passion
Mission: Global Critical Material Innovative Technology Provider

Vision: Be the first-choice partner with global leading semiconductor companies by offering innovative technology of critical materials.

Business philosophy:
- Customer first
- Reasonable profits
- Profit sharing
- Sustainability

Partner with H.E.A.R.T., grow with passion
Partner with H.E.A.R.T, Grow with passion

**Honesty & Integrity**
We obey work ethics and value honesty.

**Excellence**
We’re passionate in learning and have the courage to change; pursing company’s growth and ourselves.

**Accountability**
We practice entrepreneurship, and encounter the challenges positively and take accountability for the consequences.

**Relationship**
We actively learn the customer’s requirements and provide the optimum solution under company’s discipline.

**Teamwork**
We pass down the experiences and support each other to create the best synergy effective team.
Partner with H.E.A.R.T., grow with passion.
Main Products

Reticle Carrier Solution

Mask Carrier
- Photomask Pack
- RSP150/200
- Metal Mask Package
- EUV Pod
- Reticle SMIF Pod

Equipment

- Equipment
  - 80 Port CPC
  - Multi-Function Mask Exchanger
  - *10 Port CPC
  - Mask Cleaner G3
  - Mask Cleaner G2

Partner with H.E.A.R.T., grow with passion
Main Products

Next Generation Pioneer Wafer Carrier Solution

Wafer Carrier

- 8inch Wafer Cassette
- 450mm FOSB/FOUP
- *8 inch Wafer Pod
- *8 inch Wafer Shipping Box

Partner with H.E.A.R.T., grow with passion
Partner with H.E.A.R.T., grow with passion
ENSURE THE ABILITY OF BUSINESS CONTINUITY MANAGEMENT OF COMMUNICATION INDUSTRY

-TAKE GUDENG FOR EXAMPLE
Natural Disaster

- **2011 March**, The 8.9 magnitude offshore quake unleashed a seven-meter tsunami, causing fires and radiation leaks. The influence to chains to related industries in Chinese Taipei mostly centralized in the shortage in the industries upstream of electronic information industry (such as semiconductor, TFT-LCD, and optoelectronic industries).

- **2011 Thailand floods** spread through lots of provinces in Thailand and seriously damaged 8 main industry estates, which led to worldwide shortages of hard disk drives
Nowadays, companies in the same industry specialized their jobs in the industry chain. No matter Chinese Taipei, Japan, Korea, America, or even Israel, once one of these places are affected by any kind of disaster, the whole industry is influenced.

When a crisis comes, many companies cannot ensure the safety of their own business.
Supply chain Crisis

- Elpida Memory, Inc, once the 3rd largest DRAM producer in the world, had fine supply chains in Chinese Taipei & Japan, but recently filed for bankruptcy protection, this incident had some effect to Chinese Taipei related industries. If the company restructuring failed, the only way for Elpida is to close down.
After June 2011, many companies in the solar cell industry faced lots of problems like oversupply and price reduction, they were forced to lay off employees and shut down the production lines under such kind of pressure.
Partner with H.E.A.R.T., grow with passion

**the abilities of BCM**

**Operational Risk**
- Internal and external risk
- Unexpected loss by the decreasing quality of services or products

**Processing Risk**
- IT system failure
- This kind of risk is related to human error, system failure, and improper process and control.

**Maintaining goodwill**
- Restructure basic structures
- Recover sales activities
- Satisfied the demands of related party

**Unpredictable incidents**
- Suddenly shut down issue caused by natural disasters
- Shortage of resources
The Structure of BCM Ability

Global Critical Material Innovative Technology Provider

Be the first-choice partner with global leading semiconductor companies by offering innovative technology of critical materials.

Collaborative Innovation (協同式創新)

Alignment (協同合作)
Boundaries (價值網路)
Commitment (堅定承諾)

Collaborative product development
system Innovation
Insight • Innovation

IT-Tech based value chain upgrade
Integration • Infrastructure

Target

100億
未來5年成長至100億

10億
1998
2012

流程
管理體系
系統

強化體質 • 紮穩地基 • 持續成長

Partner with H.E.A.R.T., grow with passion
BCM Ability Analysis – Key Resources

- Risk Assessment
  - Risk condition
  - Business Impact Analysis
  - Key point

- Key resources
  - employees
  - equipments
  - systems
  - materials
  - Supply chains
  - customers

- Strategy
  - Emergency planning
  - BCM extension
  - recovery
  - transfer

Partner with H.E.A.R.T., grow with passion
Partner with H.E.A.R.T., grow with passion.
Partner with **H.E.A.R.T.**, grow with passion

Customers – Supply Chains – Production relationships

**SAP**

- Demands
- QC
- Production Division
- Shipping

**Sales**

**R&D**

**SCM**

**DCC**

**Material Purchasing**

**Windchill**

**3D**

**2D**

**Orders**

**Demands**

**Shipping**

** QC**

** Production Division**

** Demands**

** Supplies**

- Part Supplier
- Sheet Metal Supplier
- Machined Part Supplier
- Module Supplier

**3D**

**2D**

**Parts Library**

**Supplier Alliance**

**Charts**

- Order Demands
- Shipping Demands
- Material Purchasing

**Asia-Pacific Economic Cooperation**
Knowledge Management

- Knowledge platform
- Knowledge Management
- KM Development Application & Updates
- Knowledge Dissemination
- DCC Management System
- Enterprise Knowledge Storage
- Product Knowledge Platform
- Product Platform

- TIPS project
- SAP ERP Information Systems
- ABC Operating system
- ISO Management system
- Portal platform

- Reports management
- Link business strategy and system information

- Monthly meeting
- Management meeting
- RD meeting
- QC meeting
- Quality Control Circle
- New product meeting

Partner with H.E.A.R.T., grow with passion
Through Portal, we pass messages and share information immediately.

**Knowledge Management - Portal**

- Partner with H.E.A.R.T., grow with passion

---

**重要資訊**

**经营管理與品質政策**

**家登精密工業股份有限公司**

**經營管理:**

1. 公司願景：全球半導體領導廠商關鍵材料創新技術的首選夥伴。
2. 公司使命：提供全球關鍵材料的創新技術。
3. 核心價值：用心服務，熱情成長。

**品質政策:**

1. 品質: 滿足客戶的期待。
2. 效率: 提昇經營的績效。
3. 創新: 持續創造與革新。
4. 紀律: 確確實實的執行。
Partner with H.E.A.R.T., grow with passion.

Knowledge Management - TIPS Database

Induct TIPS and become a TIPS benchmark company. We set up the database for intellectual property management and sharing platform.
Document Control Center build up computer storage management system to store the whole company important documents.

*The following is flow chart of document management:*

**Barcode Document Management Barcode system**
### "GUDENG 南科分公司 SAP 專案平台"

#### 行事曆

<table>
<thead>
<tr>
<th>星期日</th>
<th>星期一</th>
<th>星期二</th>
<th>星期三</th>
<th>星期四</th>
<th>星期五</th>
<th>星期六</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
</tr>
</tbody>
</table>

#### 未來活動

- **2023年3月**

<table>
<thead>
<tr>
<th>星期日</th>
<th>星期一</th>
<th>星期二</th>
<th>星期三</th>
<th>星期四</th>
<th>星期五</th>
<th>星期六</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>21</td>
<td>22</td>
<td>23</td>
<td>24</td>
<td>25</td>
<td>26</td>
</tr>
<tr>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
<td>下午 09:30 - 下午 05:00</td>
</tr>
</tbody>
</table>

#### 知識管理

- **Gudeng Precision Industrial Co., Ltd.**

  - **Partner with H.E.A.R.T.**
  - **grow with passion**
Partner with H.E.A.R.T., grow with passion

Blueprint of information technology

Business management

- Portal
  - BSC/KPI
  - Questionnaire
  - Contact
  - ... 
- BPM
- ABCM
- HRM
  - Remuneration
  - Performance

Supply Chain Management

- WMS
- Supplier Portal
- SAP ERP
  - SD
  - MM
  - PP
  - FI
  - CO
  - PS
- APS
- CRM
- Client Relationship Management

Enterprise Data Warehousing / Business Intelligence

IT Infrastructure

- SPS
- NetWeaver
- Asset Management
- WEB
- Storage
- SERVER
- WORK station
- OS
- Database
- Routine batch job

IT Organization and Processes
Integration of telecommunications and data communication - Push Mail

Benefit of push mail:
1. Strengthens the internal operational processes
2. Saves time and effort by electronic signature
3. Saves paper costs

Push Mail

Integrate System

Reduce Cost

Simplify Process

Save Time

Partner with H.E.A.R.T., grow with passion
Integration of telecommunications and data communication
- Information Security Framework

Partner with H.E.A.R.T., grow with passion
Partner with H.E.A.R.T., grow with passion
Through Continuing Operational Capability,
- To increase market share and competitiveness
- To gaining key customer trust
- To create the service value from supply chain
- To reduce the loss of business interruption

At the critical moment, start the business continuity plans immediately. It can protect the most important asset and the employees successfully. If operation can recover quickly, not only maintain the customer commitment, also establish relationship of trust for a good while.
Thank you!

Partner with H.E.A.R.T., grow with passion