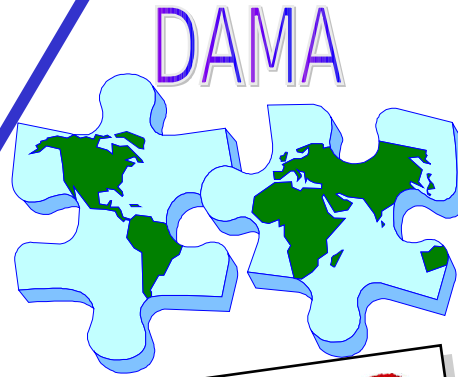


Design Anywhere, Manufacture Anywhere

Outline:

- Evolving Business Model
- DAMA Definition
- DAMA Strategy
- DAMA Umbrella
- PDM Solutions



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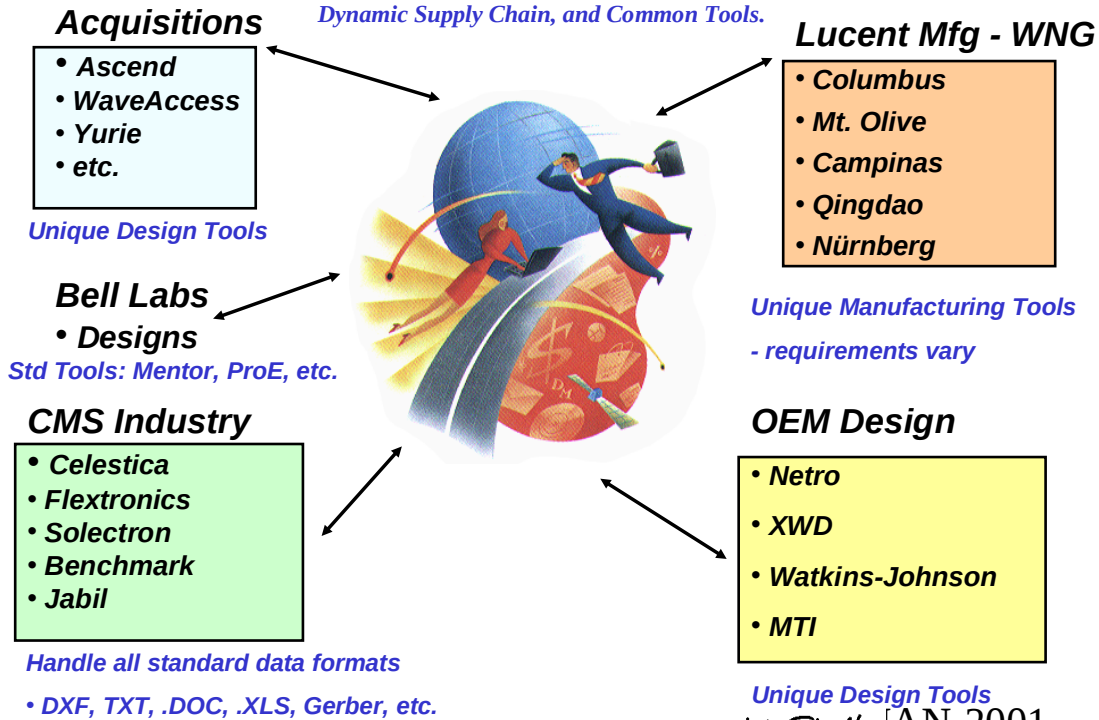
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Lucent is Evolving

*Driving the need for Global Product Development,
Dynamic Supply Chain, and Common Tools.*



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The Wireless Networks Group intends to achieve globally-flexible hardware product realization. To compete globally, we must have the flexibility to use *design capacity* in response to changing requirements and to use *manufacturing capacity* in market regions based on customer demand.

Design Anywhere, Manufacture Anywhere (DAMA) is a Strategy that will drive implementation of new Processes, Organization structures, and IT Tools to allow us to design, manufacture, provision, and repair our products anywhere around the globe.

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- ✓ The Global Product Engineering organization will be the “single point of contact” for Design. Global Product Engineering will be responsible for involving, representing, and supporting production and will maintain overall responsibility for the cost and quality of our products.
- ✓ Development and manufacturing will be connected by a well-defined interface for the exchange of “engineering data”. This allows for a simple exchange of information regardless of where it is generated or consumed.
- ✓ An enhanced Supply Chain Organization will include Global Demand Management, Order Management, Sourcing, and Distribution capabilities to support DAMA. These Organizations will manage the “business data” for ensuring the supply network meets the demand around the world.

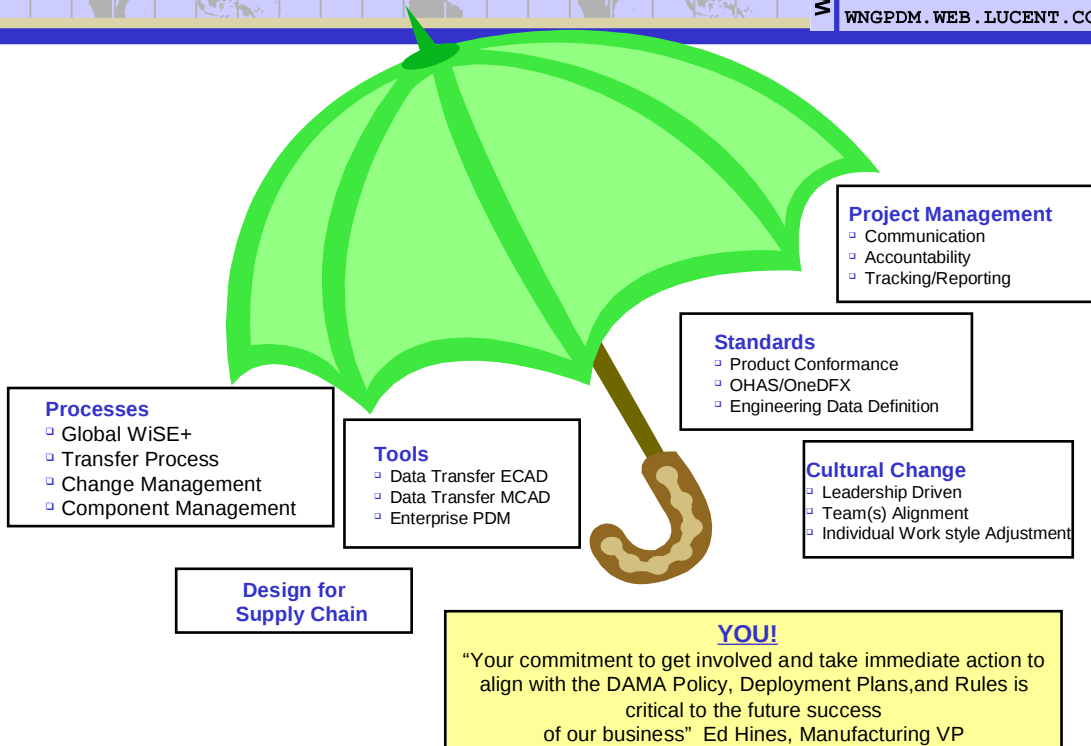
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DAMA Strategy (Cont.)

- ✓ Common Development, Component Management, Product Change Management, and Transfer processes are required.
- ✓ Common Engineering Tools (IT) (including version alignment and internal file formats) will be the DAMA interface until Industry Standards emerge.
- ✓ All new designs must conform to Global Standards:
 - ✓ Regulatory / Product Conformance
 - ✓ Manufacturability
 - ✓ Testability
 - ✓ Environmental

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DAMA Umbrella



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Change Management

- Production Engineering Change Management
- Development Engineering Change Management
- Change Control Linked to Product Structure
- Change Management for Order Items

CAD Integration

- Pro/Intralink Gateway
- Mentor Integration Phase I
- Mentor Integration Phase II

Collaboration

- 3D Model View and Mark-up
- Internal Design Collaboration
- Supplier Design Collaboration

DAMA Support

- Outsourcing Circuit Packs to CM
- Outsourcing Wired Equipment to CM
- Product Transfer Process Support

Business System Integration

- GCIM (Component Management)
- MFG Pro (MRP)
- Order Management



Green = DONE
Blue = 2001
Red = 2002

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