



Nuvoton Uses Accolade® to Streamline NPD Processes and Make More Informed Product Portfolio Decisions

Company Overview

Headquartered in Herzlia, Israel, Nuvoton Technology Israel Ltd. is a research and design center of Nuvoton Technology Corporation. Nuvoton is a spin-off of the \$600 million Taiwanese Winbond Electronics Corporation.

Nuvoton Technology Israel is Nuvoton's Advanced PC Product Center. Its products include integrated circuits for personal computers and servers. Nuvoton is a market leader in the development of keyboard and embedded controllers for notebook PC, motherboard I/O controllers and Trusted Platform Module (TPM) chips (crypto processors that can store cryptographic keys to protect data). Nuvoton Israel has been awarded more than 100 U.S. patents for its intelligent products.

The Business Challenge

In 2005 Nuvoton Israel was acquired from National Semiconductor by Winbond Electronics Corporation. Prior to the acquisition, Nuvoton used a product development process based on the widely used Stage-Gate® product innovation methodology. The process helped determine which products to invest in based on their anticipated viability and projected financial contribution to the company's portfolio. After being acquired, Nuvoton Israel concluded that it needed to find a way to automate Stage-Gate and provide executives with additional portfolio data about proposed projects and planned investments.

The Solution

Mr. Yoram Avigdor, Marketing and Product Manager, was appointed to identify and evaluate

innovation-management software solutions. Avigdor was referred to Sopheon by Stage-Gate International, an organization founded and managed by the creators of the Stage-Gate methodology.

"We evaluated a number of solutions," said Avigdor, "but found that none matched our needs and processes as well as Sopheon's Accolade. I had an idea in my mind of what I wanted, and Accolade was an almost perfect match. It fit like a glove."

Soon after implementation of the software, it became clear that the benefits of using Accolade extended to supporting project and functional managers who oversaw the planning and management of research and development resources. The Nuvoton Israel team relied on Accolade's Resource Planning module to define and refine its procedures and resource reports. Further, Nuvoton Israel accessed Accolade's library of best practice materials to develop a model for gathering and managing new product ideas for use by its development teams.

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***– Yoram Avigdor
Marketing and Product Manager
Nuvoton Technology Israel Ltd.***

The Results

Following the implementation and deployment of Accolade, users quickly began to realize benefits from the system. According to Avigdor, "The roll-out went very smoothly. Accolade has an intuitive user interface, which made the user experience similar to that provided by the tool we used before, only better."

Accolade enabled Nuvoton Israel to centralize access to common metrics for each project in the company's development pipeline. The software also made it easier for senior managers to determine which projects to invest in and which to kill, saving the company time and money when debating a project's business value.

Accolade has become a part of the day-to-day work activities of project leaders and marketing managers. Because the pain associated with administrative and logistical tasks has been stripped away, they have additional time to spend on the more mission-critical aspects of their work. Department managers and

project leaders depend on Accolade to support their resource planning and tracking processes, and cross-functional project team members can track deliverables and monitor the status of projects in real time.

In summary, Accolade has helped Nuvoton Israel:

- Streamline its product portfolio management process.
- More accurately evaluate the financial viability of projects, based on clearly defined criteria and business metrics.
- Centralize access to all relevant data to facilitate quicker and easier go / kill decisions about proposed new products.
- Decrease the administrative burden for the company's project managers, releasing them to focus on the real issues of managing their projects.



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