

seagate technology buyout

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3. DYNAMIC SUPPLY CHAIN MANAGEMENT SYSTEM (SCM) - VIGILANT INFORMATION SYSTEM (VIS)

Western Digital built a vigilant information system (VIS) that includes both sensing and responding capabilities

The system includes an underlying layer of business intelligence applications that analyze data from numerous sources, and management dashboards that automate the alerting process and provide the means for responding

Sense and respond

Sensing-to detect changes and enhance managerial visibility from the factory floor down to corporate headquarters through cloud-based software with automatic alerting.

Responding-respond through capabilities that help identify root-cause of each organizational level, search, diagnosis and take action.

Use operations center have been reduced about 10% due to the VIS due to responding with business processes to find the right people are alerted and have the means to respond correctly and quickly.

Business Situation example:

Problem: Western Digital's response needed to shift to a more reliable platform for the mission critical processes

Solution: Design and implement the migration of the company's mission critical processes from Oracle to SQL Server

Result: SQL Server meets the customer's demand by providing high system performance and robust reliability

Disrupting the data warehouse from the mainframe database server's slow downtime and higher cost

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The business value from the 'Information System' to 'Western Digital Corp.

- market share has consistently grown
- improved long-term market share (under 100%) at about 100%
- improved productivity
- allowing it to rapidly grow its production without increasing the number of its employees
- operators to perform transactions and report information
- cost savings
- help Western Digital achieve its goal of being among the world's lowest cost hard drive manufacturers

WARRANTY/RETURN ON INVESTMENT TO THE FUTURE TECHNOLOGIES

1. Identify their new jobs
2. Gathered data from thousands
3. Analyzed everything for value
4. Shared analysis with the department
5. Need for a Data Strategy
6. They Affected to the business

CONCLUSION

From a technical perspective, an IS collects, stores, and disseminates information in internal operations.

IS transforms raw data into useful information through three basic activities: input, processing, and output.

From a business perspective, an IS provides a solution to a problem.

Support their technology investments with appropriate complementary investments in organizations and management

CONCEPT

The Information System (IS) is a system that collects, stores, and disseminates information in internal operations.

CONCEPT

IS transforms raw data into useful information through three basic activities: input, processing, and output.

CONCEPT

From a business perspective, an IS provides a solution to a problem.

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Support their technology investments with appropriate complementary investments in organizations and management

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Thecasesolutions.com Information System Used in Western Digital

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History

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Western Digital Corporation (then identified as WDC or WD)

Founded on April 15, 1979 by John D. Phillips

Initially financed with start-up capital provided by investors and Western Digital Company

Early 1970s WDC made its money by selling calculator chips

WD - the largest independent calculator chip maker in the world

Western Digital is headquartered in Milpitas, California

After that, Western withdrew their support of the company

WD - they were making hard disk drive controllers

WD - they were the contract to provide that with each

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The Usage

Designs, develops, manufactures and sell hard drives

are used in ranging from household and business computing to network communications

are embedded computing, medical, military and aerospace activities

4. SUPPLY CHAIN MANAGEMENT SYSTEM - QUALITY INFORMATION SYSTEM (QIS)

The business solution for WD was to develop the Quality Information System (QIS) that creates total product traceability throughout the entire supply chain

QIS centrally captures and analyzes detail data on every drive unit throughout the entire life-cycle

The QIS approach is to

- Build an enterprise data warehouse (EDW)
- Capture data from every step in the supply chain
- Assure that the data is accurate and complete
- Apply dashboards and predictive analytics
- Remove the majority of defects before shipping
- Act quickly to replace returned HDs
- Find the root causes to prevent further defects



History

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Western Digital Corporation (often abbreviated as WDC or WD)

Founded on April 23, 1970 by Alvin B. Phillips

Initially financed with start-up capital provided by investors and Emerson Electric Company

Early 1970's: WDC made its money by selling calculator chips

1975: the largest independent calculator chip maker in the world

Declared Chapter 11 bankruptcy

After this, Emerson withdrew their support of the company



Business Strategy

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The business strategy is to provide a broad selection of reliable, high quality hard drives at a low total cost of ownership and with high efficiency and speed

This business strategy helps to accomplish 3 main factors:

- distinguishes us in the dynamic and competitive hard drive industry
- provides great value to their customers
- allows WD to better achieve consistent financial performance

WD have designed their business strategy to accommodate significant unit and revenue growth

Business Situation example:

Problem:

Western Digital Malaysia wanted to shift to a more reliable platform for its mission critical processes.

Solution:

Design and implement the migration of the company's data warehouse from Oracle to SQL2000.

Results:

SQL2000 meets the customers' demands by providing high system performance and minimal fail-over.

Decoupling the data warehouse from the mainstream database ensures less downtime and higher reliability.

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5. DIGITA

Digital

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Information System Used In Western Digital

Customer Relationship Management of
Western Digital

Old viewpoint in industry was:
It's what we can make - who wants to buy
the product?

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New viewpoint in industry is: ★ 'what
do our customers want and need?' ★
★ 'do we need to do to be able to produce
and deliver it to our customers?'

Focus about how the customers want cost-
effective products or services that deliver
desired benefits to them.

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Modern versus Traditional

Modern CRM theory refers to
integrating the customer

This new way of looking at
integrating the customer
customer's relevant people
all aspects of the supply
chain versa.

This implies a relationship

1. Customer Relationship Management of Western Digital

The old viewpoint in industry was:

★ 'Here's what we can make - who wants to buy our product?'

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The new viewpoint in industry is: ★ 'what exactly do our customers want and need?'
★ 'what do we need to do to be able to produce and deliver it to our customers?'

CRM is about how the customers want cost-effective products or services that deliver required benefits to them.

More significantly, customers want to have their needs satisfied and including the way that communications are handled, and the nature of the customer-supplier relationship.

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Modern versus Traditional CRM

Modern CRM theory refers to the idea of integrating the customer

This new way of looking at the business involves integrating the customer (more precisely the customer's relevant people and processes) into all aspects of the supplier's business, and vice versa.

This implies a relationship that is deeper and wider than the traditional 'arms-length' supplier-customer relationship.



2. Knowledge Management System (KMS)

WD continues to innovate and improving their products (hard disks) eg:

From Smaller storage size to the larger ones.(MB to GB to TB)

From large case of hard disk into the smaller case.(convenient to place at anywhere)

From slow revolution per minute (RPM) to become faster.

Designated to be used in all operating system.

From plugged hard disk into USB 2.0/ 3.0.

Creating a new technology called Green Power (save electrical power and enhance the quality performance)

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