

**BROCADE**



# Improve Contract Manufacturing Partnerships by Ensuring Consensus Through Globalized Change Processes

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# Brocade



# Brocade Overview

- Brocade is a leading provider of data center networking solutions that help organizations connect, share, and manage their information. Organizations that use Brocade products and services are better able to optimize their IT infrastructures and ensure compliant data management.
  - Founded: 1995
  - Incorporated: 1999, Delaware
  - IPO: 1999 (NASDAQ: BRCD)
  - Headquarters: San Jose, Geneva, Singapore
  - Approximately 2400 employees worldwide
  - Revenues of \$1.24B in FY '07
  - Acquisitions: Strategic Business Systems, McDATA, Silverback Systems, NuView



# Brocade Overview

## – Global Offices

- Americas: Brazil, Canada, Mexico, and the U.S.
- APAC: Australia, China, Taiwan, India, Japan, Korea, and Singapore
- EMEA: Austria, Belgium, Denmark, Dubai, France, Germany, Holland, Italy, Spain, Switzerland, and the U.K.

## – R&D Centers

- Americas: Colorado, Minnesota and Oregon
- APAC: Bangalore, India and Shenzhen, China



# Four Divisions Focused on Growth

- **Data Center Infrastructure Division:**

- This division focuses on the Brocade Data Center Fabric (DCF) architecture, a framework for designing, building, and managing next-generation data centers. The division's products help organizations simplify connectivity, optimize performance, and reduce cost as part of a single, converged data center infrastructure.

- **Files Division:**

- This division develops products for file-based applications, databases, documents, images, and multimedia—driving enterprise file consolidation, transparent file mobility, replication, and access security.

- **Server Division:**

- This division develops products that provide new server connectivity options through unmatched hardware capabilities along with unique software configurability. As a result, IT organizations can implement end-to-end management across next-generation data centers based on the Brocade DCF architecture.

- **Services, Support, and Solutions Division:**

- Brocade develops industry-leading services, support, and solutions for servers, storage, applications, and data—helping organizations scale effectively, improve performance, and connect applications throughout enterprise data centers.



# The World's Most Demanding Customers Rely on Brocade Solutions



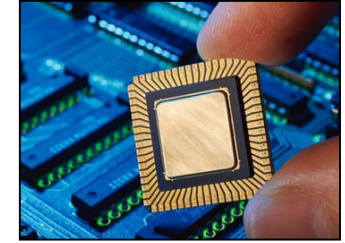
**90+%** of Automobile and Parts Manufacturers, including the Top 10



**90+%** of Commercial and Investment banks, including the Top 10



**90+%** of Chemical Companies, including the Top 10



**90+%** of Electronics and Electrical Manufacturers, including the Top 10



**90+%** of Healthcare and Pharmaceutical Companies, including the Top 10



**90+%** of Industrial and Farm Equipment Manufacturers, including the Top 10



**90+%** of Energy, Petroleum, and Mining Firms, including the Top 10



**90+%** of Telecom Providers and Suppliers, including the Top 10

*Source – percentages estimated based on Global 2000 companies*

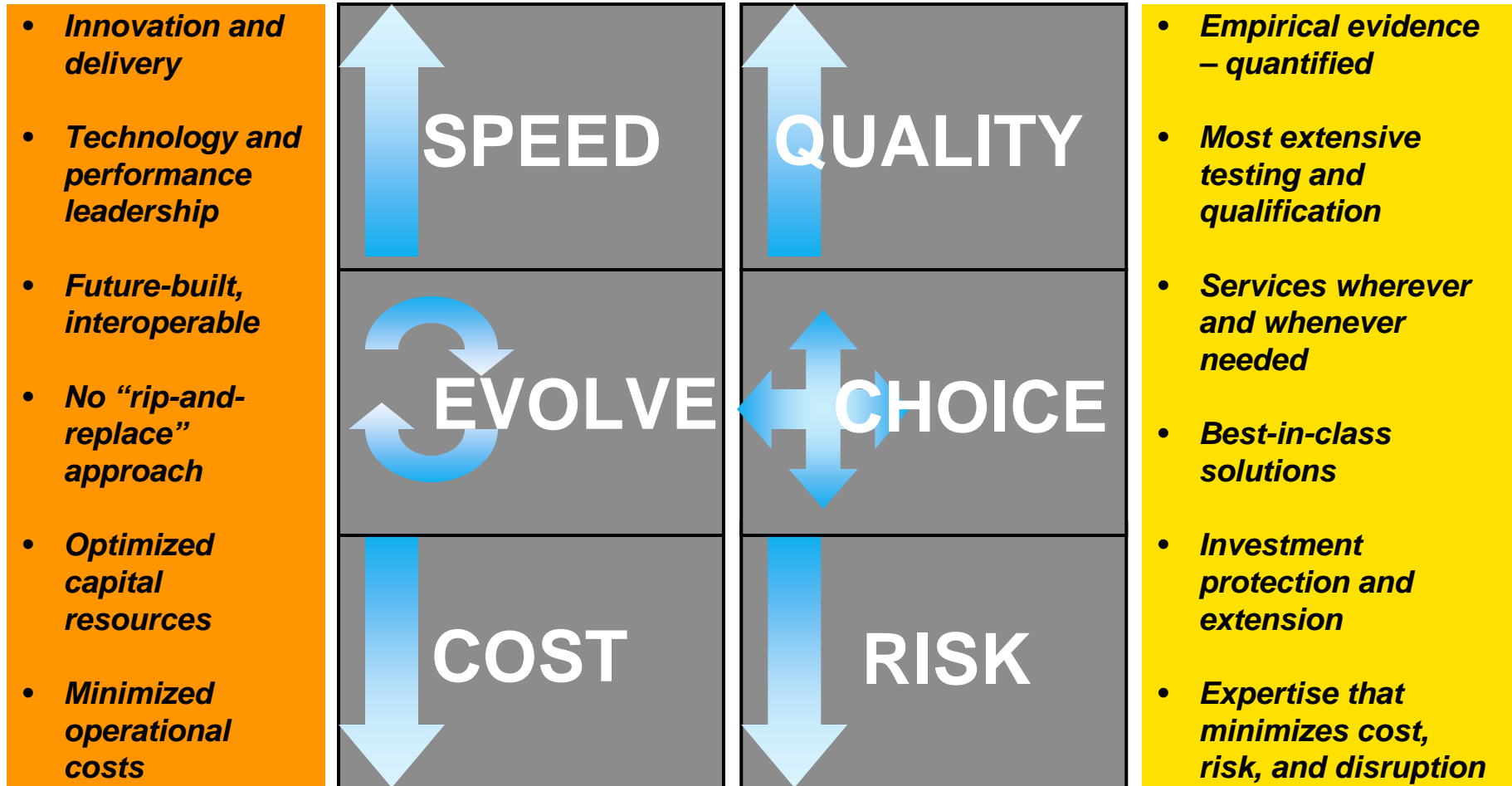
# A Strong Partner Ecosystem and Growth

- Brocade continues to participate in high-growth market segments for data center environments
- The Brocade business strategy and initiatives are aligned to key customer requirements and business challenges
- Brocade has strategic partnerships with the industry's foremost IT companies





# Brocade Is Committed to Customer Satisfaction



# Brocade Partners with the World's Leading Technology Companies

## OEM Partners



## Solution Partners



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Implementing a global collaborative  
change process outside the four walls



# Challenges outside the four Walls

- Security
- Proper notification by product impact
  - Limited visibility
- Understand implementation intent
  - Understanding of individual CM process requirements
- As designed vs. As built
  - Agile “as designed” -> CM at a different level



# Challenges

- OEM Partners had zero visibility on “change” implementation
- No way of identifying or tracking “Cost of Change”
  - At the mercy of your Contract Manufacturer
- CM expected to build to “As designed” drove Deviations
- Difficult to determine configuration of units



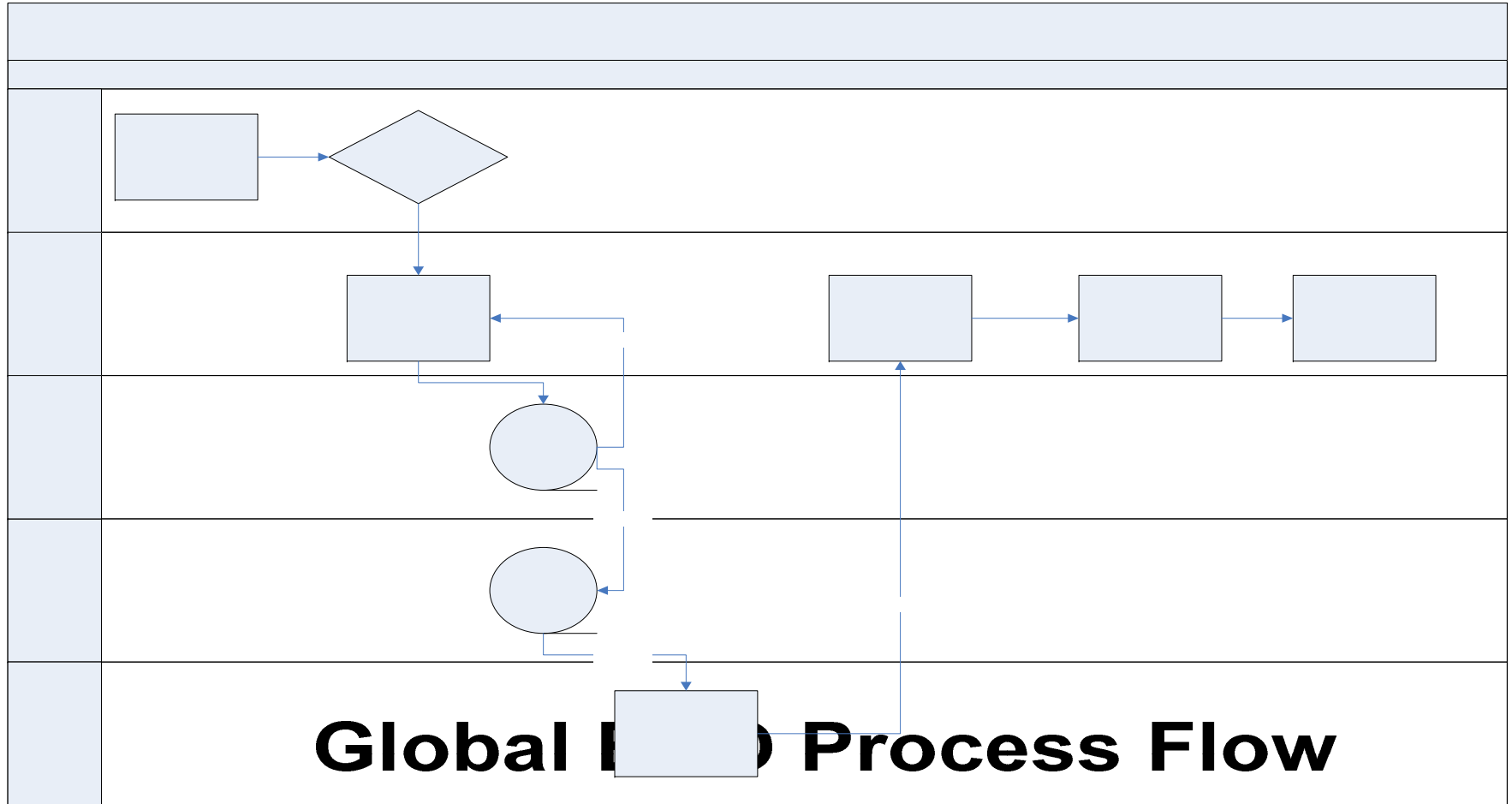
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Streamlining product record change processes while incurring substantial growth through Acquisition



# Streamline the processes



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Gaining visibility on cost containment  
that is beyond your control





# Gaining visibility on cost

- Global understanding of Disposition terms
  - Rework, Scrap, Use 'as is'
- Impact to individual Bill of Material structures
  - Effectivity date planning
- Information sharing on MPS vs. Inventory and WIP
  - Lead time, Purchase Orders, Finished Goods Inv.
- External customer expectations
  - Customized implementation per customer



# CM Implementation Review

The CM representative will have rights to edit the Cover Page tab Page Three section for Implementation Plan which is where the overall effectivity plan will be tracked and estimated cost of rework, scrap and new tooling based on change dispositons.

## Page Three

### CHANGE IMPLEMENTATION

Implementation Plan:

Pre-Req ECO(s):

Concurrent ECOs:

### COST OF CHANGE

Estimated Rework Cost:

Estimated Scrap Cost:

Estimated Tooling Cost:

Estimated Cost of ECO: \$

Actual Rework Cost:

Actual Scrap Cost:

Actual Tooling Cost:

Actual Cost of ECO: \$

Accounting # of ECO:

# Affected items tab

Agile Product Lifecycle Management (PLM) - Welcome , Joseph Barrows - Microsoft Internet Explorer

Search Results ▶ Sustaining ECO: E117...  
**Sustaining ECO: E11762**  
 Product Affected: 4920 DL  
 Update Dell units with FOS 5.3.0a.  
 No CD changes are required in accessory kit.

**Pending Implementation**

Approve Reject Comment Next Status Actions

Cover Page **Affected Items** Workflow Attachments History

Selected: 0 of 17 Page: 1 of 1

Item Type	Item Category	Part Number	Description	Old Lifecycle Phase	Old Rev	Obsolete Date	New Rev	Effective Date
51-Program File	Software	51-1000190-02	PGM,CSD,4900,DL	Production	A	11/30/2007 12:00:00 AM PST	B	11/30/2007 12:00:00 AM PST
51-Program File	Software	51-1000190-03	PGM,CSD,4900,FOS 5.3.0A,DL				A	11/30/2007 12:00:00 AM PST
53-Printed Material	Guide	53-1000553-01	GDE,INST,ISL TRUNKING,4900,DL	Production	A	11/30/2007 12:00:00 AM PST	B	11/30/2007 12:00:00 AM PST
53-Printed Material	Guide	53-1000553-02	GDE,INST,ISL TRUNKING,4900,DL				A	11/30/2007 12:00:00 AM PST
80-Top Mfg	Software	80-1000707-01	S/W,ISL TRUNKING,4900,PP,DL	Production	A	11/30/2007 12:00:00 AM PST	B	11/30/2007 12:00:00 AM PST
80-Top Mfg	Software	80-1000707-02	S/W,ISL TRUNKING,4900,PP,DL				A	11/30/2007 12:00:00 AM PST
80-Top Mfg	Assy,Top	80-1000708-02	SW4920, 32PORT, 2P/S, 3 FAN, 32 SFPS,DL	Production	A	11/30/2007 12:00:00 AM PST	B	11/30/2007 12:00:00 AM PST
80-Top Mfg	Assy,Top	80-1000708-03	SW4920, 32PORT, 2P/S, 3 FAN, 32 SFPS,DL				A	11/30/2007 12:00:00 AM PST
80-Top Mfg	Assy,Top	80-1000709-02	SW4920, 32PORT, 2P/S, 3 FAN, 32 SFPS,DL	Production	A	11/30/2007 12:00:00 AM PST	B	11/30/2007 12:00:00 AM PST
80-Top Mfg	Assy,Top	80-1000709-03	SW4920, 32PORT, 2P/S, 3 FAN, 32 SFPS,DL				A	11/30/2007 12:00:00 AM PST
80-Top Mfg	Assy,Top	80-1000711-02	FRU, SW4920, 32PORT, 2P/S, 3 FAN, NO SFPS, DL	Production	A	11/30/2007 12:00:00 AM PST	B	11/30/2007 12:00:00 AM PST
80-Top Mfg	Assy,Top	80-1000711-03	FRU, SW4920, 32PORT, 2P/S, 3 FAN, NO SFPS, DL				A	11/30/2007 12:00:00 AM PST
CSD-Customer Specification Document	Controlled Documents	CSD-00334-01	CSD, SW4900, DL	Production	D	11/30/2007 12:00:00 AM PST	E	11/30/2007 12:00:00 AM PST
Assy Top Mktg	Top Marketing Assembly	DL-4920-0001	SW4920, 32PORT, 2P/S, 3 FAN, 32 SFPS,DL	Production	B	11/30/2007 12:00:00 AM PST	C	11/30/2007 12:00:00 AM PST

start 4 Microsoft Office O... Agile Product Lifecyd... Agile Product Lifecyd... Microsoft PowerPoint ... Local intranet 11:35 AM



# Affected items tab cont'

Search Results ▶ Sustaining ECO: E117...

**Sustaining ECO: E11762**  
 Product Affected: 4920 DL  
 Update Dell units with FOS 5.3.0a.  
 No CD changes are required in accessory kit.

**Pending Implementation**

Approve Relact Comment Next Status Actions

Cover Page **Affected Items** Workflow Attachments History

Edit Reason Add Bulk Change Selected: 0 of 17 Page: 1 of 1

Lifecycle Phase	Change Level	On Order	Stock	WIP	FGI	Distribution Centers	Hubs	Field Units	ServiceReturn	Notes
Superceded	Non-Interchangeable	Rework	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Rework	
Production	Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	
Superceded	Non-Interchangeable	Rework	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Rework	
Production	Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	
Superceded	Non-Interchangeable	Rework	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Rework	
Production	Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	
Superceded	Non-Interchangeable	Rework	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Rework	Rework to F 5.3.0a
Production	Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	
Superceded	Non-Interchangeable	Rework	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Rework	Rework to F 5.3.0a
Production	Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	Initial Release	
Production	Documentation Only	Documentation	Documentation	Documentation	Documentation	Documentation	Documentation	Documentation	Documentation	
Production	Non-Interchangeable	Rework	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Rework	Rework to F 5.3.0a
Production	Non-	Rework	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Use As Is	Rework	Rework to F 5.3.0a

Rows per page: 250 Page: 1 of 1



# Implementation Planning

Search Results ▶ Sustaining ECO: E117...

**Sustaining ECO: E11762**  
 Product Affected: 4920 DL  
 Update Dell units with FOS 5.3.0a.  
 No CD changes are required in accessory kit.

Approve Reject Comment Next Status Actions

Cover Page Affected Items Workflow Attachments History

Edit

CHANGE IMPLEMENTATION | COST OF CHANGE

Change Type: Sustaining ECO  
 Number: E11762  
 Product Line: SW4900  
 Change Category: Normal  
 Reason Code: Customer Request-Dell  
 Description of Change: Product Affected: 4920 DL  
 Update Dell units with FOS 5.3.0a.  
 No CD changes are required in accessory kit.  
 Reason For Change: Dell have requested their units be updated with FOS 5.3.0a.  
 Originator: Stewart, John  
 Change Analyst: Bosman, Sharon  
 Date Originated: 10/19/2007 12:37:34 PM PDT  
 Date Released: 11/30/2007 10:31:04 AM PST  
 Final Complete Date:  
 Status: Pending Implementation  
 Workflow: Brocade Global Sustaining WF

**Status** ^ Top  
 Date to CCB: 10/24/2007 12:00:00 AM PDT  
 Referenced ECR/Purge number: None

**Page Three** ^ Top

**CHANGE IMPLEMENTATION** ^ Top

Implementation Date Tracker: 03/14/2008 12:00:00 AM PDT  
 Implementation Plan: FAI date: 2 weeks from 12/14/07  
 Estimate ship date for new rev. are listed below:  
 DL-4920-0001 FGI qty. 9 - 3/14/2008  
 DL-4920-0002 FGI qty. 14 - 3/14/2008  
 XDL-4920-0000 FGI qty. 0 - 12/14/07

Pre-Req ECO(s):  
 Concurrent ECOs:

**COST OF CHANGE** ^ Top

Estimated Rework Cost: \$0  
 Estimated Scrap Cost: \$0  
 Estimated Tooling Cost: \$0  
 Estimated Cost of ECO: \$0  
 Actual Rework Cost:  
 Actual Scrap Cost:

# Cost of Change

The screenshot displays a web-based interface for change management. At the top, there are navigation tabs: 'Cover Page', 'Affected Items', 'Workflow', 'Attachments', and 'History'. Below these, there is an 'Edit' button and a title 'CHANGE IMPLEMENTATION | COST OF CHANGE'. The main content area is divided into sections: 'Status', 'Page Three', and 'CHANGE IMPLEMENTATION'. The 'CHANGE IMPLEMENTATION' section includes details such as 'Implementation Date Tracker', 'Implementation Plan', and 'Pre-Req ECO(s)'. A red-bordered box highlights the 'COST OF CHANGE' section, which lists various cost categories and their values.

Change Type: Sustaining ECO  
Number: E11762  
Product Line: SW4900  
Change Category: Normal  
Reason Code: Customer Request-Dell  
Description of Change: Product Affected: 4920 DL  
Update Dell units with FOS 5.3.0a.  
No CD changes are required in accessory kit.  
Reason For Change: Dell have requested their units be updated with FOS 5.3.0a.  
Originator: Stewart, John  
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Final Complete Date:  
Status: Pending Implementation  
Workflow: Brocade Global Sustaining WF

**Status**  
Date to CCB: 10/24/2007 12:00:00 AM PDT  
Referenced ECR/Purge number: None

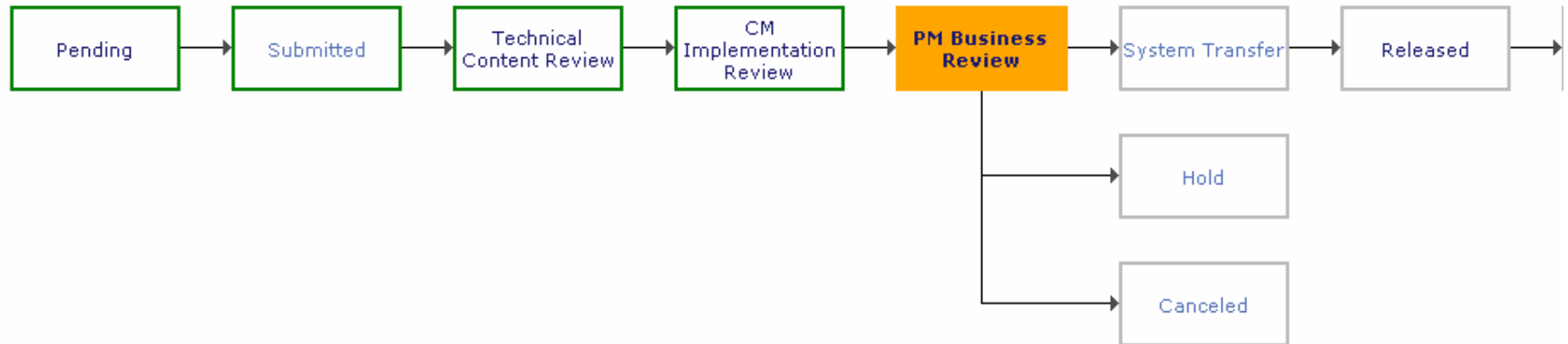
**Page Three**  
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XDL-4920-0000 FGI qty. 0 - 12/14/07  
Pre-Req ECO(s):  
Concurrent ECOs:

**COST OF CHANGE**  
Estimated Rework Cost: \$0  
Estimated Scrap Cost: \$0  
Estimated Tooling Cost: \$0  
Estimated Cost of ECO: \$0  
Actual Rework Cost:  
Actual Scrap Cost:  
Actual Tooling Cost:  
Actual Cost of ECO: \$  
Accounting # of ECO:



# PM Business Review

## Workflow Overview - Brocade Global Sustaining WF



- Once the ECO is approved by all of the CM Implementation Reviewers, the change will be promoted to the PM Business Review
- At this stage only the Product Program Manager will need to approve that based on the intent of the change, the affected items and the CM's implementation planning that it meets budget and design change intent to release
- Up to 3 business days can be used to complete review and update ECO





# Released

- Once Change Analyst has completed Business System set up for effectivity dates and item master changes, they will move the package to released
  - At this time all approvers and observers will be notified of the package release
- The ECO will stay at the Released Status until the final effectivity date has cut in on the ECO.
- The Change Analyst will continually monitor with the CM Partner to determine if dates need to be adjusted based on forecast/demand and inventory quantity







## Implemented

- Once the effectivity date has occurred and the change has phased into the manufacturer at the highest assembly level, the ECO will be moved to the implemented status, closing out the change process.
- All approvers and observers will be notified upon implementation of the change.



# Benefits

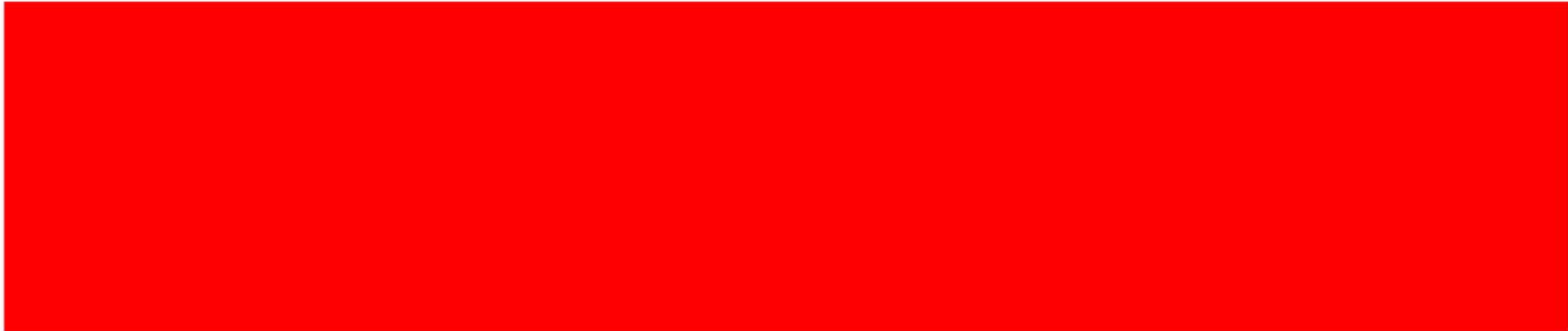
- OEM partners now help drive implementation planning
- CM shares inventory positions
- Opens options to implementation planning/dispositions
- Identifies Cost of Change
- Eliminates Deviations through Effectivity date control
- Configuration of units can be determined at any time



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Questions?



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**THANK YOU**

