Executive Summary

Background

In the world of increasing demand on newer and innovative products, many high-tech companies are expected to pour millions of dollars into R & D to develop the best product in the industry. At AMD, a multinational chip supplier for Apple, HP and other computing giants in the world, It became obvious that these customers are seeking the best products AMD can offer.

Process analysis

The scope of the study focused on AMD's Graphic Processing Unit (GPU) value chain, specifically the prototyping teams. The study began with an introduction on AMD's global presence, stakeholders and PIT team's mission statement. The primary objective is to reduce cost, time and ensure quality. Various tools are used to identify areas of improvement which include: 1. AS-IS Enterprise Organization Diagram, the team demonstrated their understanding of the organization structure. 2. Porter's Five Forces and SWOT Analysis, the team aligned the proposed mission with customer's mission statement. 3. Fish Bone Diagram, the team concludes the current state problem and future state changes. Finally, the problems are categorized below:

1. Mistakes in BOM and wrong materials purchased
2. Teams work in silos, long material lead time
3. Inaccurate forecast, incorrect BOM, delayed supply of materials
4. Mistake by manufacturers, repeating mistakes in designs, outdated BOM
5. Lack of communication and collaboration, resistant to changes,

Design and Solutions

Correspondingly, the PIT team designed solutions targeting problems in the recommendation section that are listed below:

1. Set up the Review Sessions for BOM
2. Set up BPM team
3. Set Up Standard Procedures Through Training and Manuals
4. Standardize and Optimize the Process of Quality Assurance
5. Set up ERP Integration.

Furthermore, to enable the recommendation actually being implemented, some action items are recommended to the stakeholders at the end of the project.