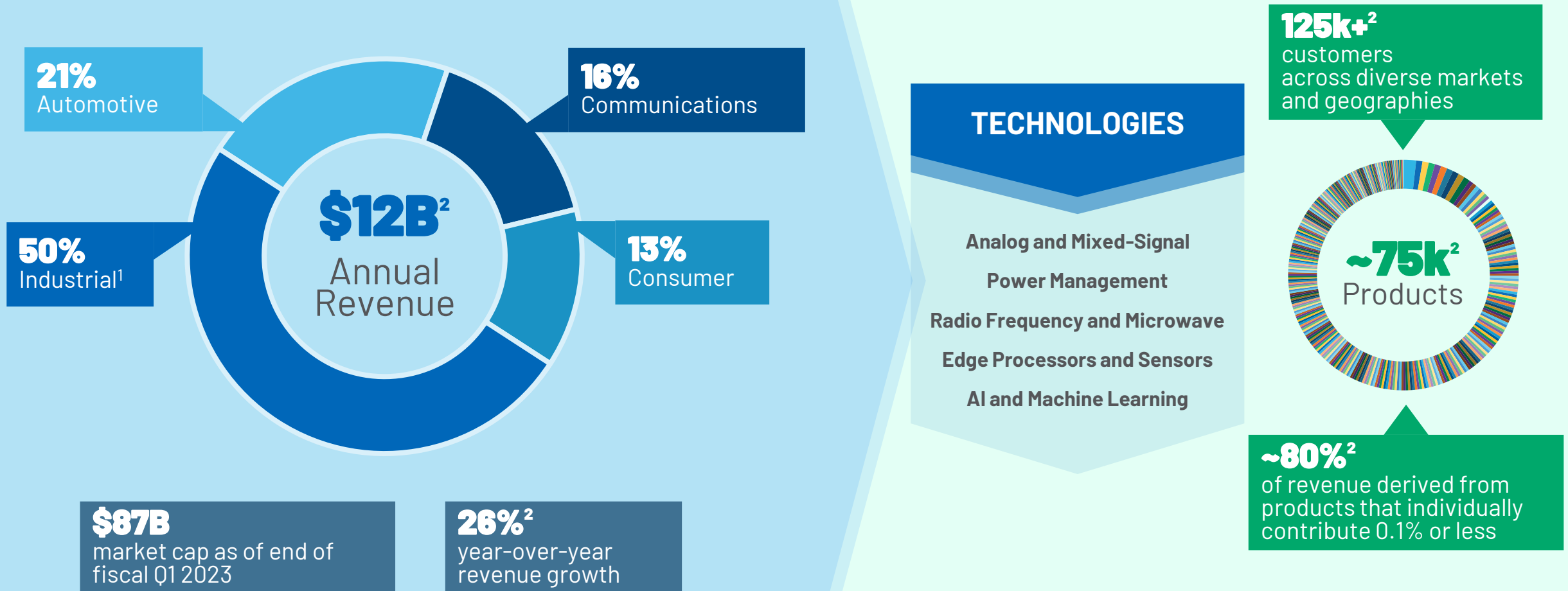# The Journey to Scale Exensio: Lessons Along the Way

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Senior Manager, Data & Analytics Strategy

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Founded in 1965 : An Industry-Leading Profile with **Scale**, **Scope**, and **Diversity**

$12B² Annual Revenue

21% Automotive

16% Communications

50% Industrial[1]

13% Consumer

$87B market cap as of end of fiscal Q1 2023

26%² year-over-year revenue growth

TECHNOLOGIES

Analog and Mixed-Signal

Power Management

Radio Frequency and Microwave

Edge Processors and Sensors

AI and Machine Learning

125k+² customers across diverse markets and geographies

~75k² Products

~80%² of revenue derived from products that individually contribute 0.1% or less

1. Industrial automation, healthcare, aerospace, instrumentation and measurement, and energy management.
2. Information as of end of fiscal year 2022

Background: ADI's Selection Process for Exensio

- Step 1: Map your terrain
  - *C-Suite sponsorship; Identify your stakeholder units & individuals*

- Step 2: Build your team intentionally
  - *Right project lead & team members [thought leaders / doers]*

- Step 3: Selection Process
  - *Generate buy-in while selecting*

- **Step 4: Deployment & Adoption Plan**

The ASK: Scale Exensio at ADI

► **Scope:**

- **Manufacturing Analytics for all products**

- **Test Operations in 4 factories / 6 OSATs**

► **The Challenge:**

- **Integrate 3 legacy company data standards**

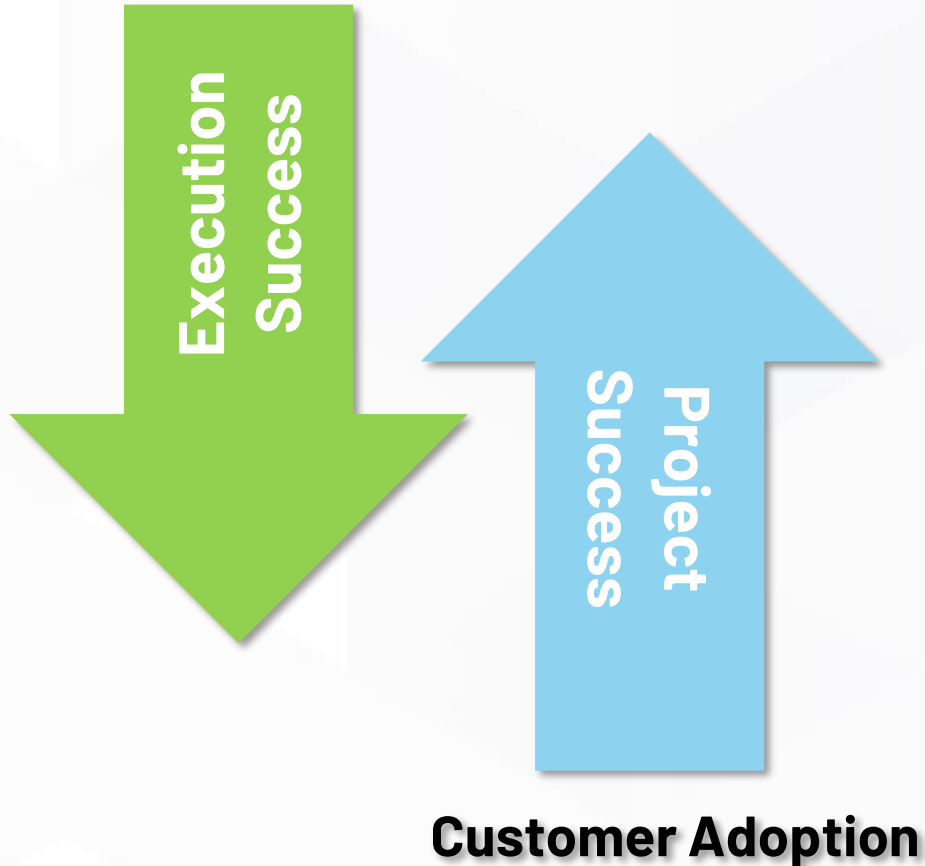- **Deploy in 1 year with 2 years of backfill!**

Aim for Good *not* Perfect!

Partner with PDF Solutions

ANALOG DEVICES

PDF/SOLUTIONS™

PROJECT SUCCESS = CUSTOMER ADOPTION

C-Suite Support
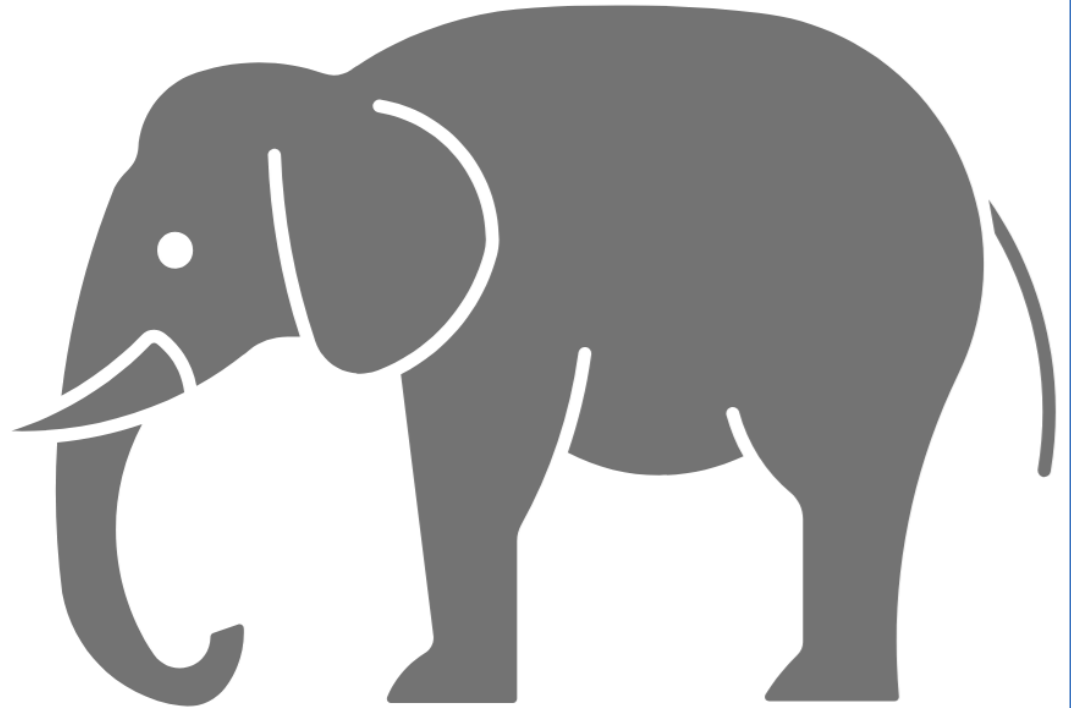
Execution Success

Project Success

Customer Adoption

PLAN with the CUSTOMER IN MIND

1. Enable early wins
2. Make adoption frictionless

how do you eat an elephant?

ONE BITE AT A TIME!

be
nimble

Results

- **150+ users actively using Exensio**
  - **Real-life problems solved**

- **Test Operations in 4 factories, 1000+ testers**
  - **Common reports / controls in place**

- **4 OSATs data integration imminent**

Acknowledgements

ANALOG DEVICES
AHEAD OF WHAT'S POSSIBLE™

ADI Management
for support

and

PDF Solutions
for partnership!!

Thank you

Questions?