



## SigmaTel Stays in Tune with the MP3 Market with Catapult Systems

**S I G M A T E L ®**

Being first to market with new products and product enhancements is a critical success factor for semiconductor design companies. That's why SigmaTel, a market and technology leader, is constantly looking for new and better ways to accelerate its product development cycle, through shortened design schedules, streamlined procedures, improved reporting and maximum productivity.

For SigmaTel's Core Software Development Team, efficiency is particularly critical to remaining competitive in a constantly changing market. This team develops key software solutions for the company's product lines including the popular SigmaTel MP3 Audio Decoder Solutions which are highly integrated, battery-optimized Integrated Circuits designed to decode compressed audio files, such as MP3 files. In addition to internal resources, SigmaTel also requires outside resources, such as partners, to fulfill certain design needs. The Core Software Development team often relies on these partners as a critical tool in helping to lessen the load of scheduling challenges.

To improve resource allocation and work scheduling, the SigmaTel Core Software Development team selected a Microsoft-based project management solution, including Microsoft Office Project Server 2003, Project Professional and SharePoint Portal Server.

To implement their product management solution as efficiently as possible, SigmaTel chose to bring in experts trained in enterprise implementations. In addition to enterprise implementation expertise, SigmaTel also needed a partner who could help encourage people to improve the way they work. They

chose Catapult Systems to ensure not only the proper implementation of Microsoft Office Project Server technologies, but also the corporate-wide adoption of the new software.

### How Catapult Systems Helped

Catapult, with a successful track record in the semiconductor industry and the manufacturing supply chain, formed a detailed action plan that began with discovery and analysis. This included interviewing all stakeholders and carefully defining enterprise resource codes, project fields, views for project schedules and resources and documentation needs.

The software was installed on SigmaTel servers without complications. However, as Matthew McDermott, managing consultant for Catapult, explained, much more work lay ahead. "Basic installation might take a few hours, but configuration takes a lot of conversations with the right people on how they work so we can adapt the system to meet the client's unique business needs."

Customization included the design of specific roll-up and activity reports for SigmaTel, as well as out-of-task reports and detailed views of employees' excess-availability time to help maximize resources. Report customization and other configurations were followed by

### Executive Summary

#### Solutions

- Microsoft Enterprise Project Management
- Catapult EPM training

#### Client Profile

SigmaTel is a fabless semiconductor company headquartered in Austin, Texas, which designs, develops and markets proprietary, analog intensive, mixed-signal Integrated Circuits for a products in the consumer electronics and computing markets.

#### Business Challenge

To ensure their position as first to market with new products and enhancements, the SigmaTel Core Software Development Team needed to shorten the product development cycle through improved resource allocation and project management.

#### How Catapult Helped

Catapult's expertise in semiconductor companies with successful project management implementations enabled it to guide SigmaTel smoothly through the project. Catapult provided discovery and analysis that led to the customization of Microsoft Office Project Server. To ensure broad adoption, Catapult conducted one-on-one training sessions. Catapult assisted in the final project stage to ensure SigmaTel would be self-sufficient in maintaining and managing the Microsoft platform.

#### Results

- Reduced time to market
- Better resource utilization
- Streamlined project schedules
- Resource risk management
- Quick achievement of business objectives

*"The Catapult consultants were able to leverage valuable knowledge that they'd gained with other implementations similar to ours. But they were also very open, very flexible in adapting to our methods and business needs."*

- Michael Listberger, Director of IT, SigmaTel

one-on-one training sessions. As an ISO 9001 company, SigmaTel has specific training procedures. Catapult worked according to these procedures and also scheduled training sessions according to employee availability and team development cycles.

The last project phase involved final review, problem resolution and the important process of mentoring and full knowledge transfer so SigmaTel would be self-sufficient in maintaining their new solution.

Catapult completed the entire implementation on time and on target, from initial discovery to final knowledge transfer. McDermott added that other SigmaTel teams have come forward and asked to be placed on Microsoft Office Project

Server 2003. "We know from experience that success is the strongest selling point in getting everyone to adopt enterprise software," he said. "When the other teams saw how Project Server 2003 was helping the MP3 team, they came on board. We don't follow the "Big Bang" theory where we go into a business and revolutionize everything. We prefer evolution to revolution. That way, adoption is easier and more effective."

#### Results

- Reduced time to market for new products and product enhancements
- Better resource utilization and streamlined project schedules due to increased visibility into resource availability
- Upfront key resource risk identification and mitigation through improved resource allocation tracking
- Quick achievement of business objectives resulting from rapid, easy adoption of technology

*"We needed to create the best project management solution we could find and Catapult helped us achieve that goal. They always made sure we were on track. I don't think we would be realizing the full value of our software today without their help."*

- Michael Listberger, Director of IT, SigmaTel

#### How Can We Help You?

Let us know at 800.528.6248 or [info@CatapultSystems.com](mailto:info@CatapultSystems.com)

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Partner