



The European B2B Forum for the Electronics Industry

# PCN Task-Group Charter



## Major Problem Statements

- No common business requirements for the system-to-system exchange of standardized PCN communication are defined in our industry.
- No automated, standard process for PCN acknowledgement and acceptance is in place. Traceability is an important legal requirement.
- No common standardized PCN format exchanged by Trading partners (EMS, Distributors, ODM, Car-makers and in general end-Customers).
- Automotive customers' requirements are more demanding with specific business needs.
- Many suppliers and several 3<sup>rd</sup> parties offer portal-based solutions (push/pull) of PCN information, but they are seen more as a supplementary service as they are passive and do not replace the active alerts.



## Mission and Objectives

- Define a standard PCN communication process.
- Define an industry-wide PCN process specification for System-to-System exchange solutions as an option to Human-to-System communication.
- Optimize liability impact via automated, system-to-system PCN communication.
- Ensure compliance with JEDEC standard.
- Produce EDIFICE implementation guidelines.



## Value Proposition & Benefits

- Minimized liability impact through an industry standard approach dealing with PCN communication.
- Reinforced company PCN process communication.
- Improved PCN visibility to avoid communication failures.
- Better data quality, faster, efficient and reliable process, less manual work.
- Improved customer satisfaction.
- Promotion and awareness on EDIFICE activities.



## Project Methodology

- Get the right IT/Process Owners with knowledge on B2B standards and PDM processes in the Task group.
- Agree on project scope and objectives, gather high-tech industry requirements.
- Define and consolidate the PCN communication process covering the common business requirements for the high-tech Industry.
- Get major suppliers, OEMs, Distributors and Automotive companies in the Task group.
- Cross-check with existing Standards specifications.
- Involve the Standards community in the feedback and improvement cycle.
- Resources planning, implement, test, pilot, improve and deploy PCN process communication.
- Promote high-tech industry adoption.



## EDIFICE “code of conduct”

- All deliverables will be published under the EDIFICE umbrella. No individual member company name will be used while addressing the PCN Task-Group activity.
- PCN Task-Group members agree on confidentiality while working on and presenting a System-to-System common solution.
- PCN Task-Group members do not touch commercial and strategic business aspects but limit themselves to strictly working together on the mission and objectives only.
- Promotion and marketing of success story.



## Deliverables

- **A standard PCN communication process an an industry-wide accepted solution based on System-to-System exchanges.**
- **Customer feedback management included in the process.**
- **Optimized liability impact via Standards PCN process communication.**
- **Resources planning, implement, test, pilot, improve and deploy PCN process exchange.**
- **EDIFICE implementation guidelines.**
- **Promotion toward industry adoption.**
- **Publications on standard PCN process implementation success stories.**



## Task-Group Participants

- 1 Arrow            Jari Toukkari (Product Group Management)
- 2 Fairchild        Eric Pannekeet (IT, B2B Integration)  
                          Marion Limmer (Quality Engineering)
- 2 Freescale        Krishna Neuert (IT, B2B Integration)  
                          Manfred Matheis (Quality Management)
- 2 Nokia            Matthias Gehrken (B2B Integration)  
                          Jari Heininen (IT PDM)
- 1 Philips Semi        Rudi Geppert (Quality Management)
- 3 Siemens AG        Rolf Giesbert (IT Strategy)  
                          Stephan Zorn (IT Business Processes)  
                          Dr. Burkhard Mueller (Component Engineering)
- 3 STMicro          Sandrine Roques (IT Systems & Solutions)  
                          Bertrand Silvestre (Quality Management)  
                          Luca Palermo (ST Program coordinator)
- 2 TI                Theo Klaassen (IT, B2B Integration)  
                          Guenter Gutwein (Quality Management)



## Other Participants

- **The Task-Group is open for all EDIFICE member companies and their Trading Partners that have an interest in the project.**
- **Task-Group members are expected to bring in Knowledge, Experience and Vision, join regular Conference-Calls and dedicated Task-Group meetings in and outside official EDIFICE Plenaries throughout the year.**
- **Where needed, Task-Group meetings may be attended by Parties providing contributions to the project.**



## Business Process Scenarios

- Being developed in the workshop
  - Scenarios for communication to distributors, EMS, customers, automotive and business rules that maybe applicable.



## Risks & Constraints

- No adequate common Standard can be defined covering customers and suppliers requirements at the same time.
- Defined standard is not accepted by Automotive industry.
- No agreement on common definition of explicit “intelligent” communication for approval:
  - Acknowledgement receipt
  - Acceptance
- No sufficient legal coverage through automated PCN communication.



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# PCN Working Status

Based on the Workshop in Grenoble



## Workshop Output

- Process description consolidation supplier/customer
- PCN communication format from each supplier/customer
  - Gap analysis in progress
- Review of Task-Group charter and consolidation
- Possible RosettaNet-based process flow
- Definition of next actions



# Rosettanet PCN current state



SUBSCRIBE SUBSCRIBE TO SECTION

## Segment 2B: Product Change Notification

Enables update of product resources

### PIPs

**PIP 2B1: Change Basic Product Information**

Provides a mechanism for product sellers to announce changes in product information to product buyers, and ensures that product sellers receive confirmation that changes were made in product buyers' systems

**PIP 2B2: Change Marketing Information**

Provides a mechanism for product sellers to announce changes in marketing information to product buyers, and ensures that product sellers receive confirmation that changes were made in product buyers' systems

**PIP 2B3: Change Sales Promotion & Rebate Information**

Purpose: To provide a mechanism for a Product Seller to announce a change in sales promotion and rebate information to a Product Buyer. Furthermore, the PIP ensures that the Product Seller will receive confirmation that the changed sales promotion and rebate information was in fact made in the system of record by the Product Buyer.

**PIP 2B4: Change Product Technical Information**

Purpose: To provide a mechanism for a Product Seller to announce a change in technical information to a Product Buyer. Furthermore, the PIP ensures that the Product Seller will receive confirmation that the changed technical information was in fact made in the system of record by the Product Buyer.

**PIP 2B5: Change Product Lifecycle Information**

Purpose: To provide a mechanism for a Product Seller to announce a change in product lifecycle information to a Product Buyer. Furthermore, the PIP ensures that the Product Seller will receive confirmation that the changed product lifecycle information was in fact made in the system of record by the Product Buyer.

**PIP 2B6: Query Optional Product Information**

Purpose: To provide a mechanism for a Buyer, after receiving a basic product information change, to request Optional Product Information from the Product Information Distributor, to announce a change in product lifecycle information to a Product Buyer. Furthermore, the PIP ensures that the Product Seller will receive confirmation that the changed product lifecycle information was in fact made in the system of record by the Product Buyer.

**PIP 2B7: Notify of Product Change**

**PIP 2B8: Notify of Product Change Response**

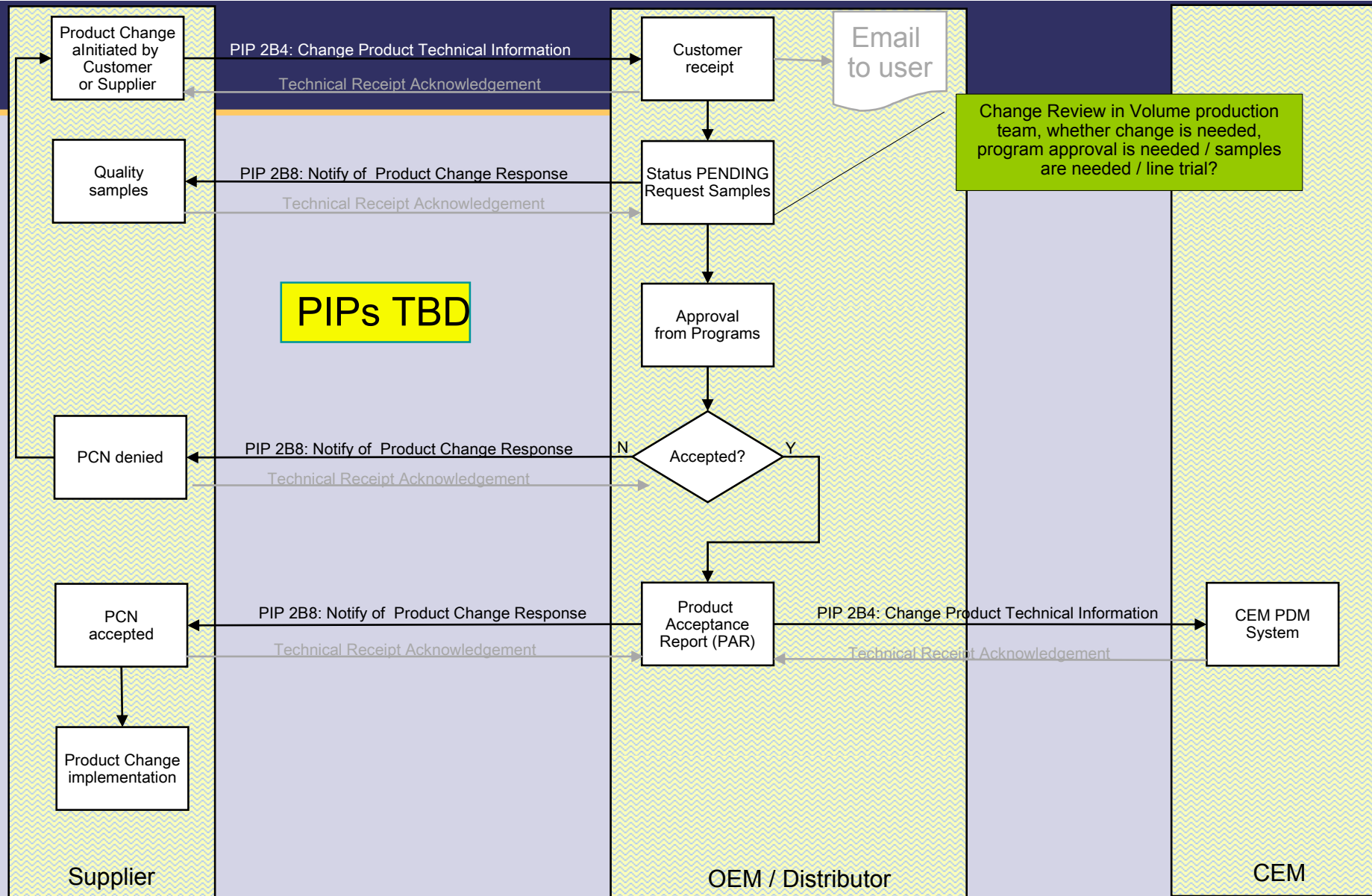
**PIP 2B9: Notify of Modified Product**

**PIP 2B10: Notify of Cancel Product Change**

**PIP 2B11: Query Product Change**

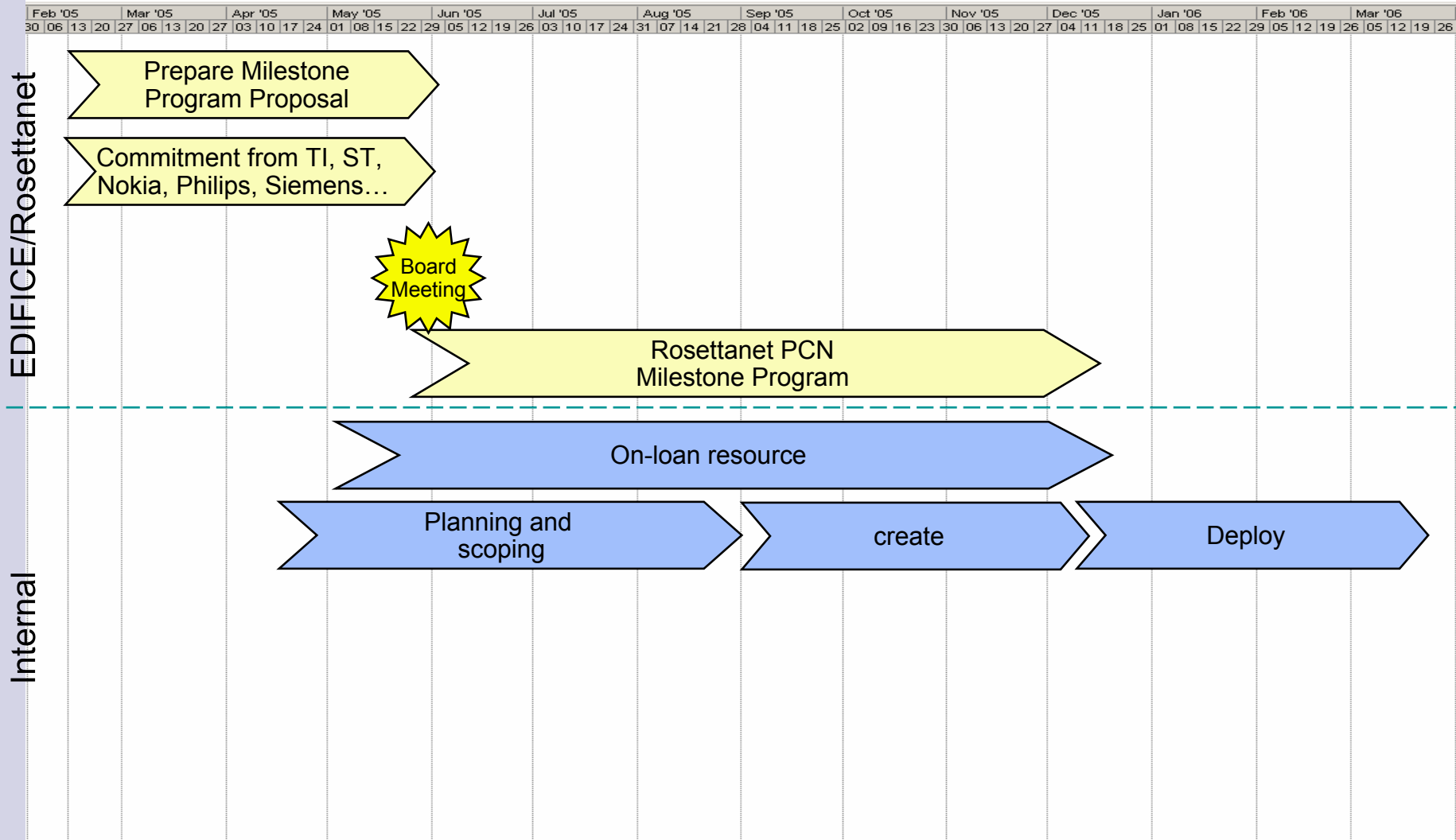
Not usable

Not available





## Implementation Timeline as it could be





## Definition of next actions

- 1. Siemens, Arrow, Nokia, Eurodis (being the customers) :**  
**Re-confirm PCN handling process + process flows**  
**Need to be published on the EDIFICE PCN Collaborative Website latest 21/03/2005**
- 2. All PCN TG companies :**  
**Internally check basic data elements for PCN message as discussed/reviewed in the Grenoble TG meeting**  
**All companies to post their feedback on the EDIFICE PCN Collaborative Website latest 21/03/2005**  
**TG Conference call scheduled for 21/03/2005 - 3PM CET**
- 3. The Siemens and STM subgroup to finalize :**  
**'Value Proposition Concept Document' RosettaNet PCN handling process to be published on the EDIFICE PCN Collaborative Website latest 21/03/2005**



## Definition of next actions

4. Philips, FSC, STM, TI to jointly present and discuss the RosettaNet PCN process with the following Automotive Customers :  
SiemensVDO, Bosch, Hella, Delphi, TRW.....  
Strategy Conference call scheduled 12/04/2005 – 2PM CET
5. Next face-to-face meeting of the PCN TG scheduled for 11/05/2005 (whole day session) at the TI – Freising facility in Germany
6. Start initial talks with the RosettaNet organization :  
Matthias from Nokia to take the lead whenever he is ready, target is the definition of a Milestone Program