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Component Data Management and Design Chain Experts Team Up

Providing a combined solution to address the strategic needs for Content Management and Design Chain Procedures for Electronic OEMs

Santa Clara, California, March 15, 2002 - Design Chain Associates LLC, providing supplier and component lifecycle management process consulting, and Siliconexpert Technologies, providing Data Management tools and electronic component content, are teaming up to bring best practices, products, and services to the Electronic OEM (EOEM) Design and Component Engineering markets. Under the terms of the Strategic Alliance, both companies will jointly co-market "The Design Chain Solution Portfolio™": a unique combination of design and component engineering best practices, products, and services. The alliance is effective immediately and joint customers of these firms are being introduced to the new solution portfolio.

"Both companies recognized the need to supply EOEMs with a solution portfolio that addresses both product content and design chain requirements. For instance, EOEMs need a system that provides current, unambiguous, and comprehensive electronic component information" says Michael Kirschner, President of Design Chain Associates. "But Engineering Management also needs procedures to enforce accountability in component and supplier selection, approval, and lifecycle management".

Omar Ahmed, CEO and President of Siliconexpert reiterated the need for a solution portfolio that maps to both product content and design chain services: "We realize that EOEMs need a source for professional solutions that range all the way from building component catalogs and parametric search capabilities into internal component databases, to cleansing and enriching data in advance of transferring it into a new system. A majority of our customers have not been able to address policies, procedures, and business rules that facilitate design control, component control, and supplier control. These aspects are the core principles that drive a design chain engineering strategy. Our alliance with Design Chain Associates allows Siliconexpert to fulfill this need since DCA is a recognized authority in Best Practice design chain procedures, business rule creation, and acquisition integration."

Kirschner noted that the difficulty many OEMs have managing the critical aspects of the design chain gave inspiration to the best practice service business that DCA is known for. DCA also found that Siliconexpert tools and services were a natural outgrowth, once the design chain standard operating procedures were taken care of, especially in the acquisition integration market. "Siliconexpert's product and service line is very compelling. It is clearly one of the best solutions on the market, if not the best. We are excited to now be able to extend our services to include data validation, enrichment, and up-to-date electronics content from Siliconexpert."

Both firms made a commitment to bundle their respective product content products and design chain services in a combined "Design Chain Product Solution Portfolio™". The firms will provide joint marketing, sales, and consulting support to their joint customers, which, as Kirschner noted, is a key criterion of end-user satisfaction and success in implementing design chain technology. Now a very comprehensive solution is available to address product content and design chain requirements.



About Silicon Expert Technologies, Inc.

Siliconexpert is a Silicon Valley-based Data Management Solutions provider, which is dedicated to bridging the data information gap between the electronic component users and the suppliers through high leverage product content information software. Siliconexpert's focus is on product content acquisition, management of content catalogs, and development of content productivity tools. The company also offers data grooming and cleansing services which ensure that correct content information is available on-line from legacy system sources. Product content currently spans the following component categories: Programmable Logic, Microprocessors, Communication, Memory, Analog, Power, Peripheral, Linear, Logic, Passives, and more. Visit Siliconexpert on the web at <http://www.siliconexpert.com>.

About Design Chain Associates, LLC

Design Chain Associates is a San Francisco-based consulting firm providing Electronics Original Equipment Manufacturers with Best Practice methodology guidance on supplier and component selection, qualification, and lifecycle management as well as acquisition integration and standard "womb-to-tomb" Component Engineering support. DCA also provides software tool selection, configuration, and training for systems which support these processes, including Product Data Management (PDM) and Component/Supplier Management (CSM) systems. DCA has a presence in other high-tech regions of the country such as the Austin/Houston corridor and the Boston region. Visit DCA on the web at <http://www.designchainassociates.com>.