

case study

Cypress Semiconductor Corporation

Realizes Significant ROI and Accelerates Projects to Market with Saba®

Solution Overview

Industry — Technology, Semiconductor

Challenge

Accelerate time-to-market for new products

Benefits

- Increased productivity of engineers, accelerating speed-to-market for new products
- Faster time to sales force readiness and competency

Solution

Saba Learning Suite

Headquartered in San Jose, California, Cypress Semiconductor Corporation (NYSE: CY) is a diversified semiconductor supplier. Cypress is “Connecting from Last Mile to First Mile™” with a focus on high-performance solutions for personal, network access, enterprise, metro switch and core communication-system applications. The company’s products use wireless, wireline, digital and optical transmission standards, including Bluetooth, USB, Fibre Channel, SONET/SDH, Gigabit Ethernet and DWDM. Leveraging its process and system-level expertise, Cypress makes industry-leading physical layer devices, framers and network search engines, along with a broad portfolio of high-bandwidth memories, timing technology solutions and programmable microcontrollers.

“ We chose Saba Learning because it offers us a highly scalable, enterprisewide solution for managing hundreds of training offerings and accelerating development across our growing employee population. Its user interface is highly intuitive and its standards-based platform provides strong support for AICC- and SCORM-compliant content from Saba ecosystem partners. ”

Darryl Carson, Director of Education and Development
Cypress Semiconductor

The Challenge

Cypress’s main business objective is to accelerate new products to market. In order to meet this objective, it required a solution that could power Cypress University to help increase the productivity of its engineers in its design centers around the world and improve the readiness of its sales force. Cypress needed a structure that could combine its many training systems into a single system and integrate it with their financial and HR systems. It also needed to transform paper-based administration, tracking and reporting processes to the Internet, while supporting learning technology standards. Finally, it needed

a system that could scale enterprisewide to support the business needs of its worldwide customers, partners and suppliers.

The Solution

To meet these requirements, Cypress selected Saba®. During the first phase of its deployment, Cypress used Saba to train learners in North America, including engineering and sales personnel.

During the most recent deployment phase, Cypress delivered learning to technical employees, manufacturing sites and independent sales representatives worldwide.

Cypress used Saba to capture and share knowledge and best practices among technical employees located in offices and facilities throughout the world. For example, engineers in both the U.S. and India often work on the same project and need to share design processes. By capturing and sharing both formal and informal knowledge, Cypress increased productivity in its design centers worldwide and enabled faster time-to-market for new products.

Cypress also provided just-in-time training to its entire sales organization to better meet customer needs and to improve sales readiness. Sales representatives were able to quickly review specific product information prior to customer meetings and then deliver more informed presentations. As a result, sales representatives were able to use their selling time more effectively.

In future phases, Cypress intends to deploy Saba in English, Japanese and Mandarin to its extended enterprise of thousands of customers, partners, suppliers and distributors around the world. It also intends to use Saba to certify its consultants and be sure that ISO 9000-2000 compliance certifications are in place.

Results

With its successful deployment, Cypress has realized a significant return on its investment. For example, with Saba, Cypress grew its course catalog from 52 to 390 courses and certifications, while tripling its output of new course materials.

Cypress has already obtained significant benefits from the Saba implementation. It has been able to increase sales readiness by offering the right learning, to the right people, at the right time. With these results, Cypress has been able to support its business objective of accelerating new products to market.

“Our implementation to date has been enormously successful, and we now have a robust system that meets the needs of our learners on a global basis,” said Darryl Carson, director of education and development at Cypress. “Using Saba has helped our design communities get products out of design and into the market faster and has improved the speed-to-competence and readiness of our sales representatives.”