So, you think you’d like to be a business analysis...

OR
Highlights

- Tools Development / Prototypes
- Applied Analytics / modeling
- Process improvement through automation
- Business Intelligence lead for IT application selection
- Functional design lead
MC segment demand for cloud peaked the first quarter of fiscal year FY15

4-Terabyte product demand appears to have peaked this quarter (FY15-Q2), replaced by demand for 6TB (heavily influenced by SPACELY and ACME)

This rise in higher capacity product will help to offset Q3 revenues in light of reduced TAM
Builders Regional breakouts

- The TAM profile for the Global – CORP builders is down year over year, but seems to have stabilized and flattened out for the 4-quarters ending with FY15-Q3 (Q4 predicts the same flat trend)
- Reduced CORP TAM has been absorbed by regional builders in China and the US
• The TAM profile for the Global – CORP builders is down year over year, but seems to have stabilized and flattened out for the 4-quarters ending with FY15-Q3 (Q4 predicts the same flat trend)

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Product Production Scenario Planning
Model Highlights

- The application was developed to enable **scenario planning** for next quarter Glass Media and Effective Test Time* constraints

- Developed models to maximize profit for both 2.5” products (glass media supply constraint) and 3.5” products (test time constraint)
  - Demand Plan input: Rev Plan from Dec/Jan Outlook/Manu forecast
  - Pricing input: Rev Plan from Dec/Jan Outlook
  - Cost input: CMC Update from PLM
  - Media and Effective Test time constraint data from Factory POR for Q4’10
  - Customer Priority from PLM
  - ESG uses dedicated Gemini while NSG and PSG share the remaining Gemini resource

- Goal: Work with PLM to analyze different fulfillment opportunities for customer-product-linearity decisions that maximize profit
  - Ability to rapidly alternate between different cost (Std/CMC/TVC/MLB) and pricing measures (ASP/AUP)
  - Quickly alter customer and product attribute priorities

* Effective test time = Test Time / Yield
## Scenario Modeling Application

### Profit or Revenue Goal

### Cust/Product Fcst Total Demand

<table>
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<tr>
<th>SSD Customer</th>
<th>PROD GRP</th>
<th>ST Model</th>
<th>BOH</th>
<th>DEMAND MTH</th>
<th>EOHRd Mth</th>
<th>TTD Mth</th>
<th>OPTI Alloc Mth</th>
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Supply Constraints
Manu Forecast Model Results

- Manu forecast is higher than previous outlooks
  - OL1: 3.4M
  - OL2: 4.5M
  - Cur FW Manu: 7.9M

- 2.5” Glass media was constrained for the quarter
  - Supply for ESG and NSG = 3.2M discs
  - Demand for ESG and NSG = 4.25M discs
  - Baseline Scenario (Retail = 100% ; all others filled based on profit margins)
    - ESG fulfilled 100%, NSG Wyatt XXXgb was unfulfilled due to lower margins
  - Min customer fulfill scenario (Priority = 100%, Opportunistic = 85%, Others = 50%)
    - Minimum requirements exceeded supply

- 3.5” Test time was constrained for the quarter for NSG/PSG
  - ESG test times were unconstrained in all months
  - NSG/PSG were constrained in all months. By June was constrained by 10% of total demand
HeatMap – DSI Allocation Tool V20

Hub Inventory & Buffer Targets
HeatMap – Objective

- Granularity: per Customer, per tab number (9-digit)
- Correlate Future Forecast (either Manu or Judged DS) to Build Plan (BP) data
- Determine the anticipated Ending Hub Inventory on a weekly basis
- Calculate the DOI (Days of Inventory) Delta, in units, available to the customer
- Short term projection (13 weeks)
HeatMap – User Views & Interfaces

Main Pivot Table

1. Limit Query Data
2. Configure Pivot Data
3. Drilldown
Inventory Buffer Analysis

Hub Inventory (CM-Customer Math)

Hub Inventory (IM-Intermediate Math)

Hub Inventory (Production Planning Math)
DFAT – Disti Forecasting Analysis Tool
DFAT - Improve forecast analysis

• Assemble all relevant data sets in one place
• Ability to compare forecasts to available supply and identify opportunities for revenue improvement
• Ability to rapidly identify gaps between forecast and backlog
• Built-in linearity analysis, by week and month
• Automated algorithms for roll-forward of weekly forecast misses
DFAT - Rapid and accurate analysis
DFAT – Single Build, Wham-whams
Accuracy

- Able to match regional forecast to supply/backlog on a weekly basis
- Includes Opportunity complexity not in original process
- Initially possible once or twice a quarter and took 2-days to complete
Logistics Freight Estimator
Logistics Freight Estimator

• Goal: Ability to estimate freight cost per drive by customer and product