

TEXAS AGILITY



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Dallas Account Team Supports Texas Instruments with Process For Cluster-Tool Integration

By Laura Stadler

Texas is fast becoming a powerhouse in the semiconductor industry, and Applied Materials is at the forefront of companies driving that trend.

The Dallas office of Applied Materials supports that strength by supplying leading-edge equipment to Texas Instruments (TI) and, as a result, is helping TI "change the way people throughout the world live, learn and work," as the company's mission statement notes.

Applied Materials has been providing services and support to TI since 1980. Current sales of the Company's equipment to TI are an estimated \$230 million, approximately 10 percent of all systems manufactured by Applied

Materials. The Company has supplied systems and services for physical vapor deposition (PVD), etch, rapid thermal

processing, chemical vapor deposition (CVD), metal CVD, implant and epitaxial processes.

TI's principle market is in semiconductor chips, where it is seeing reduced volatility as semiconductor manufacturers do a better job of balancing capacity additions with market demand. Taking into consideration these volume expectations and support needs, the Dallas office is on the front line for being customer focused.

"Applied's strength is in supplying new, enabling technology by adapting to challenges in system requirements," said Bryon Zinn, director of Worldwide Sales/Marketing for TI Worldwide Business Operations.

Applied Materials strives to develop comprehensive service by integrating account functions and focusing on continuous improvement. For example, Worldwide Business Operations

and Worldwide Product Operations are in the same office, as well as process support (equipment engineering and process engineering), service and sales. Each unit works together as a team to help recognize problems and find solutions in order to deliver exceptional customer support and develop future sales.

This process is dynamic because the needs of the customer are constantly changing. Generally, the customer gives

the team an idea of what capabilities are needed and it is up to the team to make it work. Applied Materials must ensure the dependability of its systems and be flexible enough to enhance a customer's productivity.

By improving manufacturing yields with its equipment, Applied Materials aids production efficiency at TI's existing facilities. In 1994, continuous improvement in yield generated

Customer Focus



TEXAS INSTRUMENTS

- Employs more than 56,000 people globally.
- Has facilities and sales offices in approximately 159 locations in 33 countries worldwide.
- Products and services include semiconductors; defense electronics systems; software productivity tools; printers, notebook computers and consumer electronics products; custom engineering and manufacturing services; electrical controls; and metallurgical materials.
- Gained \$10.3 million in revenues in 1994, up 21 percent from 1993 and increased profit by 49 percent, to \$1.083 billion. ☐

"The new facility will be largely dedicated to advanced processors and other custom products, and to the integration of multiple functions and technologies on a single chip," says TI Chairman, President and Chief Executive Officer Jerry R. Junkins.

DMOS 5 is attached to TI's existing DMOS 4 facility, which was built in 1984 and expanded in 1988. The project houses both production development and manufacturing operations. Combined, both facilities give TI one of the world's largest semiconductor manufacturing complexes under one roof.

Applied Materials was a key supplier to the new facility, thanks largely to the record of product improvement and customer service provided by the Dallas office.

Applied Materials will continue to ensure leadership and teamwork in this dynamic and ever-changing industry by learning more about the customer and market demands. The

Company's success with TI is an excellent example of Applied Materials' ability to develop solutions that lead industry innovation and exceed customer expectations. ☐

Laura Stadler is a Texas Matters correspondent.

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