



>>> Involving stakeholders in the process and gaining time savings in the generation of review reports are key considerations when justifying the adoption of a new collaborative review tool

Business overview

Cypress Semiconductor Corporation delivers high-performance, mixed-signal, programmable solutions, which provide customers with rapid time-to-market and exceptional system value.

Cypress serves numerous major markets, including consumer, mobile handsets, computation, data communications, automotive, industrial and military. Headquartered out of San Jose, California, the company trades on the NASDAQ Global Select Market under the ticker symbol CY.

The challenge

Applications departments within Cypress are involved in the creation of multiple documents, including application notes and design guidelines, for the many devices the company delivers. To create these, as well as internal process specifications, collaborative reviews are key.

To manage such reviews, teams predominantly used email – sending out the documents as Word attachments and using the Word Track Changes functionality. Additionally, in some cases, hard copies would be printed, marked up manually, scanned and a PDF version emailed to the document author. These processes were largely unsatisfactory as the slow response speed meant the review would take a long time to complete and the author had to manage conflicting comments from multiple reviewed copies. Of particular importance, it proved challenging to put together a reconciliation report to track all activity on the review.

“ I have been working on an internal specification which requires bringing together the opinions of many stakeholders. PleaseReview is a good forum for this as it is easy to get them all involved.

Mark Ainsworth, PSoC Applications Engineer Principal, Cypress Semiconductor Corp.

The solution

In an effort to change these processes, the team conducted an internet search for a collaborative review tool. PleaseReview figured high on the list and they asked PleaseTech for a product demonstration to determine if it would help increase document quality, improve review efficiency and decrease the time to complete a review.

PleaseReview fitted the bill both in terms of business requirements and process improvements, but prior to purchase extensive justification had to be made as to why such a system was required and how it would deliver better value than other tools and processes available.

The results

The on-premise implementation went ahead mid-2014. With the IT department on board it progressed smoothly and the team are now working on integrating PleaseReview into their application note development process specification.

Whilst typically only three to four individuals are involved in each review, Cypress is seeing improvements to its business efficiencies. Users also appreciate the resulting decrease in email and satisfaction continues to grow. Review authors are experiencing the greatest benefit, thanks to the vast improvement in document turnaround time and the ease in generating reconciliation reports and other metrics.

“ Assembling review report memos by hand used to be difficult. Now, generating these memos through PleaseReview’s reconciliation reports is so much easier and far quicker.

Mark Ainsworth, PSoC Applications Engineer Principal, Cypress Semiconductor Corp.