

		Minutes of Meeting		Notes of Receipt:	
		Organized by COM MD BL PSO			
		Moderation by Dr. Thomas Aeugle	Tel.: +49 89 722 31072		
		Minutes written by Gunnar Blecher	Tel.: +49 89 722 36515		
At (Day) Wednesday		Date March 30, 2005	From – till Time 08:30 – 16.30	Location/Building/Room MchG, Munich	
Product Status Review (PSR)					
Faculty / Topic	Permanent Member	Deputy	Perm. member present	Deputy present	Faculty not present
PBM	Dr. Roland Lepold	Tbd	X		
SCM	Dr. Jochen Eickholt	Dr. Bernd Schmid		X	
PD	Dr. Wolfgang Klebsch	Mr. Dirk Didascalou		X	
SP	Mr. Florian Lissmann	Mr. Michael Heinzmann		X	
QM	Mr. Alexander Fillers	Dr. Jochen Brune		X	
PPM, UMTS	Dr. Thomas Hornung	Dr. Roland Schmidt			X
PG55	Mr. Jörg Lützner	Mr. Roger Ernst		X	
PG65	Mr. Uwe Sydon	Mr. Peter Bär	X		
PG85 pre Ma	Dr. Jan Cron	Ms. Bettina Siegwart		X	
PG75	Ms. Eva Remerie	Mr. Lars Winking	X	X	
PG85 post Ma	Ms. Katrin Braun	Mr. Roger Ernst		X	
Additional Participants:					
Dr. Christian Speth (temporarily) Mr. Bodo Zeug (temporarily) Mr. Joachim Gast Referees					
Legend: C: Content D: Decision AI: Action Item					

General Information / Action	Who	When
General Topics		
C As the PD has only been present w/ deputies no discussion regarding the different scenarios ("how to secure the presented products?") had been possible.		
C The cross-functional cooperation has been sub-optimal in the past. The team leaders are asked to optimize this, if any issues are coming up which cannot be solved, to escalate quickly.		
C The (S)PMs are asked to carefully prepare their status presentation and also show up the risks resulting from the platform development consequently.		
C Dr. Lepold encourages holding a review PSR like today's every quarter of a year.		
AI The teams are asked to update their business cases according to the newest information available (e.g. volume, BoM) for the next wrap-up.	SPMs, SPM BA	
AI Clarify processes, interfaces and responsibilities regarding marketing activities and budget w/ Mr. Pietralla. Communicate result to Dr. Aeugle for integration in process landscape.	Lepold	April 16, 2005
AI The interface to Sales as a result of the "Energize MD" project is unclear and not working as expected. Dr. Aeugle to inform Mr. Luetzner and ask for re-work.	Aeugle	April 16, 2005

<p>Platform “EGold Lite”, Status <i>Mr. Zabel, Mr. Liu Wei</i></p> <ul style="list-style-type: none"> C Even so the I3 declaration has been delayed to April 8 it's not expected to have any impact on the DS of the lead project Libra. C Recently discovered B6E hardware bug will be fixed by the supplier. It's secured that the Libra will be ramped up only w/ fixed B6E components. C The current test coverage is 100%, i.e. the team is able to do all test cases and there are sufficient resources available for bug-fixing which are not in conflict w/ any other project. <p>AI Rework presentation according to the presentations shown for SG Lite and SG2 and present on next wrap up.</p>	<p>Ziegler April 6, 2005</p>
<p>Libra (A75), Status <i>Mr. Hübler, Mr. Liu Wei</i></p> <ul style="list-style-type: none"> C Due to issues in the EGold lite predevelopment the decision had been taken to prioritize the international variant which will be launched according to the planning (DS: May 20, 2005) whereas the LAM variant will have a 4 wk delay (DS: July 22, 2005 vs. June 2005 as indicated by roadmap.). C Due to a lack of ST resources the total quantity of selected B2 samples is limited to 400pc/mth. C The sales forecast is far beyond planning (current delta for May/June 05 between planned volume (460k) and forecast (220k) ca 50%). If the planned volume for CW21 and 22 are not filled w/ forecast by end of CW13 the production volume will be limited to the forecast. C The switch to a completely lead-free product is scheduled for E07/2005 C BoM statement is based on a total volume of 6' units, impact of volume reduction to 4'3 is currently not included. <p>AI Adopt roadmap according to the launch delay for Libra LAM.</p> <p>AI Clarify reference sample situation and find joint solution if necessary be means of allocation. Involve Mr. Zeug.</p> <p>AI If the sales situation for Libra persists after “Sales and Delivery Meeting” on March 30 invite to separate meeting w/ Sales (Areas and GAMs) to align figures. Report result to Dr. Lepold.</p> <p>AI Update business case regarding delay of LAM variant and align w/ PE to include impact of volume reduction. Present result to Dr. Lepold in CW 14.</p>	<p>Sieewart April 16, 2005</p> <p>Gast April 16, 2005</p> <p>Hübler April 1, 2005</p> <p>Hübler April 6, 2005</p>
<p>Pegasus, Status <i>Mr. Greger, Ms. Stähler</i></p> <ul style="list-style-type: none"> C Due to issues in the EGold lite predevelopment the decision had been taken to prioritize the international variant whereas the LAM variant will have a 4 wk delay (DS: September 2005 vs. July 2005 as indicated by roadmap.). C The business case is based on the assumption that the forecast will cover the total planned volume (currently the forecast covers ca. 50%). C The product will be launched as such that 100k will be delivered to customers in June 2005 (DS: June 11, 2005). <p>AI Hold meeting w/ Sales (Areas and GAMs) to align volume and price figures. If volume cannot be recovered escalate issue to Dr. Lepold.</p>	<p>Greger April 6, 2005</p>

<p>Dorado (A70. A71), Status <i>Mr. Hübler, Mr. Zhuang Xiao Qun</i></p> <ul style="list-style-type: none"> C The launch date (DS: June 3, 2005; DS LAM variant: July 28, 2005) is confirmed w/ 80% confidence by the PL-T. C The B2 housings are failing the drop test. Currently the supplier is working at an improved housing. If this fails again the S3 HW will be delayed. C The DTC potential after launch is evaluated as 0.33 to 0.43 ct (all-silicone keypad plus replacement of conductive rubber part). This results in a DTC gap of 2.27€ prior to impact of volume reduction. C The sales forecast is far beyond planning (current delta for CW 24 to 26 between planned volume (270k) and forecast ca 74.7k). C Mainly due to reduction of ASP, increase of HK and reduction of volume (11'5 at M1 vs. 7'7 today) the business case drops to -12'7€ (-4.8%) <p>AI Align w/ PE to include impact of volume reduction and update business case. Present result to Dr. Lepold in CW 14.</p> <p>AI Hold meeting w/ Sales (Areas and GAMs) to align volume and price figures. If volume cannot be recovered escalate issue to Dr. Lepold.</p>	<p>Hübler April 6, 2005</p> <p>Hübler April 6, 2005</p>
<p>Dorado, Cost Situation <i>Mr. Heinzmann</i></p> <ul style="list-style-type: none"> C The qualification measures for two of the proposed DTC measures (China battery pack and Samsung SRAM) will require additional resources which are not available. C It's estimated that the volume reduction in Dorado will reduce the effect of the DTC measures by ca. 30%. 	
<p>Platform "SGold lite", Status Hardware <i>Mr. Zabel</i></p> <ul style="list-style-type: none"> C The S25 for platform has been declared at March 18, 2005 C A major threat is seen in the introduction of the lead-free soldering process, which currently causes problems (Phoenix/Sirius B1+ board w/ Mozart ASIC). C The upcoming milestones will be software driven thus no delay from HW side expected. 	
<p>Platform "SGold lite", Status Software <i>Mr. Topel</i></p> <ul style="list-style-type: none"> C The SW freeze for PoC/PaT is planned for March 30. As the feature is to be tested by Network Operators it might require additional maintenance releases. C The DoJa SW freeze on May 4 and the upcoming certification by DoCoMo puts the DS for Telefonica in June 2005 on risk. Additional risk due to insufficient test capacity in Beijing and high number of DoJa defects found in first testing by DoCoMo. C Early warning that high amount of defects found in Vodafone PaT component and subsequently needed resources for bug fixing might delay X75 SGL software release Phoenix/Sirius). C Mr. Mildenberger will be assigned as PM representative to the team prioritizing the bugs for fixing. C It's assumed that ca. 50% of the CRs will not be implemented at delivery start, the prioritization has to be handled by the CR Board. C The Phoenix/Sirius team is currently working at the limit of workforce and skills at fixing bugs . As additional bugs are expected when the customer test the product ca. 20 additional colleagues from Klf/Munich are needed. 	

<p>D RIM 4.0 implementation based on ID3 is positively decided. Any budget constraints are to be discussed w/ Dr. Lepold.</p> <p>D Dr. Lepold decided that the software has to be reviewed by experienced colleagues to make sure that the bugs found in the Generation 65 products are solved.</p> <p>AI Clarify current situation for power consumption for R65 and X75 products.</p> <p>AI Recheck if the quality targets for S4 declaration are aligned w/ customers' expectations.</p> <p>AI Analyze resource situation regarding resource need for bug fixing in Phoenix/Sirius and prepare scenarios for decision including the impact on SGold 2 etc. as well as resulting actions. Invite Dr. Lepold, Dr. Klebsch, Mr. Schmitz and Ms. Remerie for a decision meeting.</p>	<p>Topel April 16, 2005</p> <p>Brune April 16, 2005</p> <p>Didascalou April 8, 2005</p>
<p>Phoenix, Status <i>Mr. Mildenberger, Mr. Flüge, Ms. Kulmbacher</i></p> <p>C Apart from the platform risks there is a risk seen in the Navikey displacement and the low yield for the deco caps.</p> <p>C As the product had been planned as "gap-filler" and turned out to be a product w/ full customization and high amount of CRs the resource need drastically enlarges.</p> <p>C Due to shifting of work packages to April and May there is currently an overload of ca. 12 man/month. If the missing resources will not be available as planned in April and May, these tasks need to be shifted again. This may endanger the approvals and the DS.</p>	
<p>Sirius, Status <i>Mr. Mildenberger, Mr. Flüge, Ms. Kulmbacher</i></p> <p>C Missing transparency of marketing costs and expected effects. Even on request no clarification by marketing.</p> <p>C Vodafone indicates interest in a Sirius w/o camera for 300-500k. Resources and portfolio impact is to be discussed.</p> <p>C Volume reduction due to cancellation of Sirius on TMOs Global Roadmap and very low feedback from the areas (current planning in I2 DM shows volume risk of 45%).</p> <p>AI Hold meeting w/ Sales (Areas and GAMs) to align volume and price figures. If volume cannot be recovered escalate issue to Dr. Lepold.</p>	<p>Mildenberger April 6, 2005</p>
<p>Adonis, Status <i>Mr. Greger, Mr. Wilson, Mr. Wei Jun Hui</i></p> <p>C No major risks seen for product, no volume risk but price is under pressure (request for ASP reduction by 5% to 97€).</p> <p>C Product in mid-range and clam form factor requested by LAM but business case for Adonis LAM results in -2'1€ (-2.9%)</p> <p>C M0 for Adonis Lam planned for March 28, 2005</p> <p>AI Clarify market need in LAM esp. regarding whether the request for Adonis could be satisfied also w/ Aries and adjust roadmap accordingly.</p>	<p>Sieewart April 16, 2005</p>

<p>Aries (C75), Status <i>Mr. Aubauer, Mr. Wilson, Mr. Kern</i></p> <ul style="list-style-type: none"> C Currently best case for delivery start to Vodafone is August 8 (-14d), if an additional prototype run is needed the launch will be delayed by 28 d. C The launch of Aries is completely dependent on the Vodafone approval. A delay will reduce the volume. C Most critical issues from environmental tests: MDF foil broken, static load not passed, joystick centricity critical C Currently the GAMs are reporting different volume forecast then the Areas. <p>AI Hold meeting w/ Sales (Areas and GAMs) to align volume and price figures. If volume cannot be recovered escalate issue to Dr. Lepold.</p>	<p>Aubauer April 6, 2005</p>
<p>Platform "SGold 2", Status <i>Ms. Harke, Mr. Crutziger</i></p> <ul style="list-style-type: none"> C Only 35% of components declared C3 in time. This results in a high risk for S25 declaration in time and in quality due to the very short stabilization phase. C It's requested to drastically reduce the number of CRs as they destabilize the platform development and need resources which are not available. C As the platform development is already working on the limit any reduction of HC in the current setting will most certainly lead to a delay or reduction of features. C Most certainly not all features seen as mandatory by PM can be implemented at DS. Some key features are already shifted to a later maintenance release. C The declaration of the IP6/S25 shows currently a delay of 5 wks; recovering the delay is not secured. <p>AI Rework requested CRs to reduce number and effort by cancelling or postponing all non-mandatory.</p> <p>AI PD is asked to add resources to SG 2 development team to at least secure current status. Report result to Dr. Lepold.</p>	<p>Remerie April 16, 2005</p> <p>Didascalou April 16, 2005</p>
<p>Minos, Status <i>Mr. Hombeck, Mr. Teistler, Mr. Barner</i></p> <ul style="list-style-type: none"> C The delivery start is planned for September 15 C Streaming is requested by PM to be available at launch in September but can be committed by PD only for October C Due to the initially low price point there is no price risk seen, but as the product is neither listed at TMO nor at Vf there is a volume risk of 14% / 500k. The resulting volume of 3'0 is in line w/ the current status of the bottom-up planning of the areas. C The ATL marketing campaign is currently under discussion <p>AI Clarify impact of potential delay of key features due to platform issues on business case and report result to Dr. Lepold.</p>	<p>Hombeck April 6, 2005</p>

<p>Hydra, Status</p> <p><i>Mr. Troester, Ms. Kulmbacher, Mr. Soerensen</i></p> <p>C Launch price (290€) and ASP at risk. Areas/GAMs indicate €250 as “se-cure” launch price to get listed and reach planned volume of 1'0.</p> <p>C Issue of GSM noise in audio when phone is closed (</p> <p>C Marketing campaign is not expected to create the urgently needed “whow” effect in the market. No SPM influence on campaign set-up.</p> <p>AI Prepare an emergency pricing meeting in CW 14 and invite Dr. Lepold, Dr. Speth, Ms. Braun, Mr. Winking and Ms. Kulmbacher.</p>	<p>Troester</p>
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