



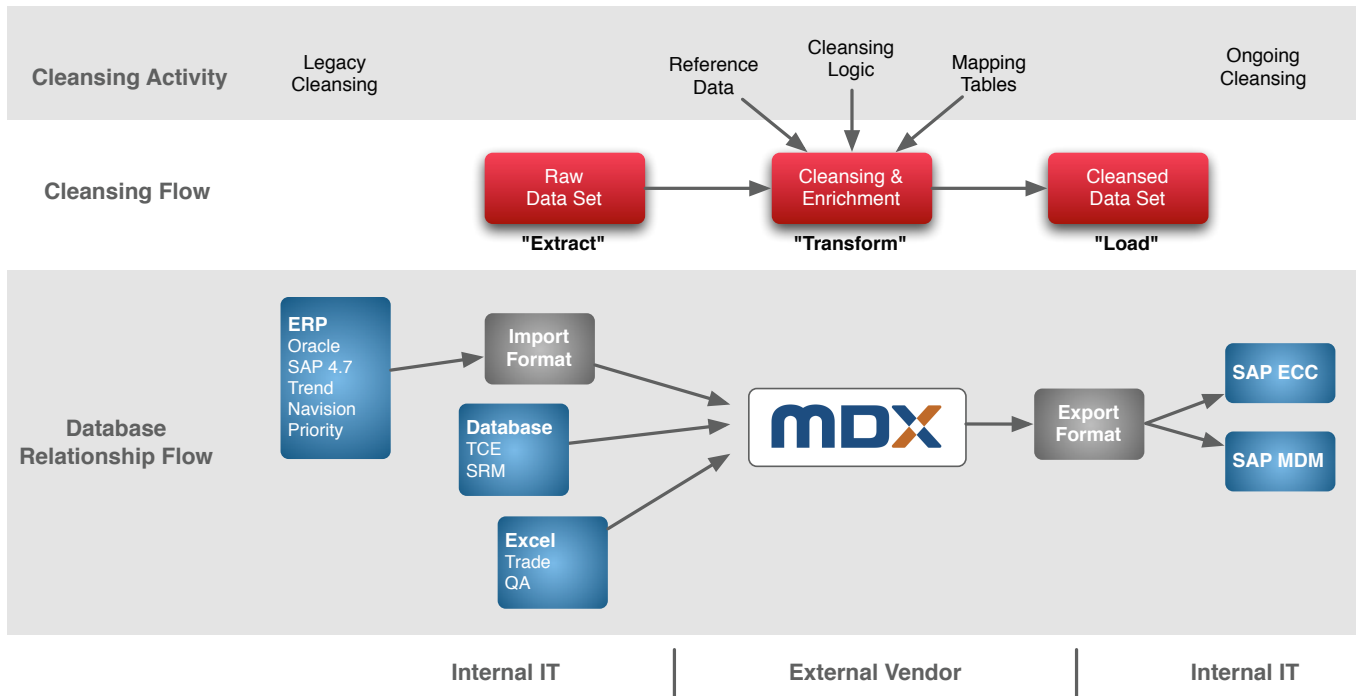
Applied Materials



Business Transformation Project and Global SAP ECC Implementation

Applied Materials Inc. is the global leader in Nanomanufacturing Technology™ solutions with a broad portfolio of innovative equipment, services and software products for the fabrication of semiconductor chips, flat panel displays, solar photovoltaic cells, flexible electronics and energy efficient glass. Applied Materials had net sales of more than \$9.8 billion in 2006.

Applied Materials selected MDX from Gaine Solutions to accelerate the preparation and cleansing of Master Data for a global SAP ECC Implementation. Gaine worked closely with Applied Materials and SAP to create Customer, Vendor and Material master files from more than a dozen source systems.



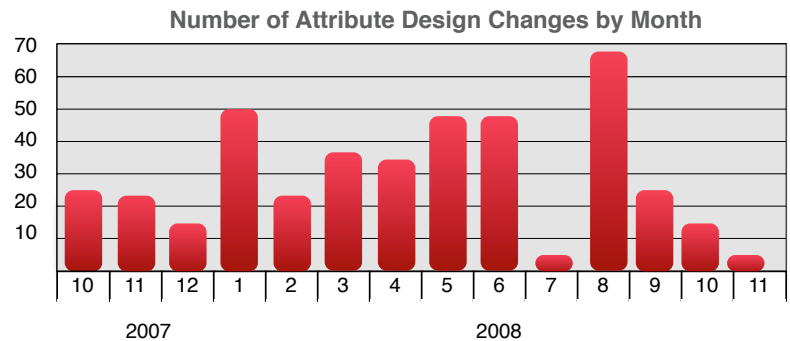
Project Statistics - Field Services Phase

- ✘ Operations in 18 countries.
- ✘ 110 worldwide locations.
- ✘ Manufacturing in Germany, Israel, Taiwan & USA.
- ✘ Global development in China, Russia & USA.
- ✘ 26 Million materials records
- ✘ 100,000+ customer records
- ✘ 750,000+ vendor records

Key Success Factors

Flexibility - "Our design was 'frozen', our customers are not"

The Applied Materials SAP design was frozen in June 2007 but continued to change as a result of changes to the legacy process, changes to the design and newly discovered exceptions in the data. The MDX platform enabled Applied Materials to manage changes to specifications, meta data and business data with complete confidence. MDX provides version control, an audit trail and impact analysis of all changes, as well as an automated refresh of the staging environment once the changes are completed

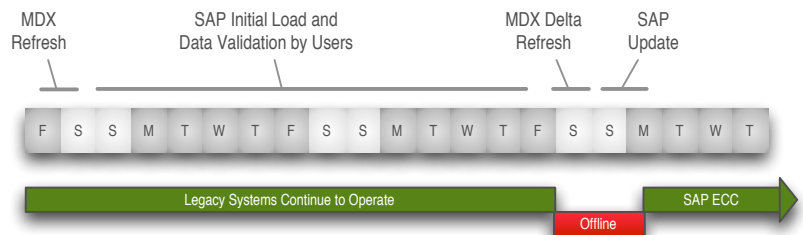


Co-ordination of Multiple Technologies

The cleansing and augmenting of master data at Applied Materials incorporated manual updates in spreadsheets, external reference data, custom database code and the MDX cleansing engine. The MDX platform provided the coordination of all cleansing activities in a single workflow; this allowed each team at Applied to apply their knowledge in the most efficient manner possible without sacrificing the control and automation critical during data refresh for testing and go-live.

Minimal Shut Down at Go Live

A delta load strategy adopted by Applied Materials restricted the enterprise down-time to just one weekend. During the two week period required to initially load and validate SAP, the enterprise continued to operate its existing systems without any restrictions on new data entry. Once the data was validated in the new SAP system, the master data from legacy systems was refreshed but only the records that resulted in SAP updates were passed on to SAP by MDX. This limited update to SAP was completed within a single weekend.



Single Point of Audit

Master data was drawn from multiple systems that spanned organizational and geographic boundaries. Data was touched many times by many people over the course of the project. MDX provided Applied Materials with a single repository that tracked "Who", "When" and "Why" changes were made to the master data. This audit trail was critical during testing and validation to maintain user confidence and understanding of the resulting master data.