

Customer Profile

SEMI is the global industry association serving the manufacturing supply chains for the microelectronic, display and photovoltaic industries. SEMI member companies are the engine of the future, enabling smarter, faster and more economical products that improve our lives. Since 1970, SEMI has been committed to helping members grow more profitably, create new markets and meet common industry challenges.

SEMI is engaged in nearly all of the major technology regions of the world and maintains offices in Austin, Bangalore, Beijing, Brussels, Hsinchu, Moscow, San Jose, Seoul, Shanghai, Singapore, Tokyo, and Washington, D.C. Primary activities include conferences and trade shows, international standards development, public policy, market research, workforce development, environmental health and safety (EHS) and other industry advocacy.



Case Study



Staying ahead of the curve and behind its members

A multi-national association automates key business processes to boost productivity and better serve its global membership.

For more than 35 years, Semiconductor Equipment & Materials International (SEMI) has been the only truly global representative of the semiconductor, display, MEMS and related industries. Their visionary leadership has helped ensure open markets and lower semiconductor manufacturing costs for their ever-changing industry. By the year 2007 they were providing technical conferences, educational events and market data collection/analysis for over 2000 corporate members around the world. In order to provide the high level of support their global membership required, they began searching for a solution that would help them achieve major business process improvements as well as provide industry best practices.

SEMI's goal was to increase service to members and improve staff productivity in the most cost-effective manner. In order to succeed, they needed a way to automate membership programs, marketing, accounting and order fulfillment functions, as well as integrate with a graphical exposition floor plan system. The ideal solution would support four primary initiatives:

Identify and improve the top 11 business processes

across the organization. SEMI had been actively improving their key processes, but a lack of integration across multiple business applications and no automated business process workflow required numerous manual processes and caused data inaccuracies.

Address Accounts Receivable currency opportunities.

SEMI faced a number of challenges with account receivables management related to the processing of orders in multiple billing currencies and languages.

Their previous system required an international accounts receivable solution that functioned in multiple languages and currencies. Their system could not support accounts receivable with multiple currencies that were different than their functional currency. They did not have the system capability to automatically calculate and record mark-to-market adjustments.

Improve access to data across the company.

SEMI was not able to access data easily. Their reporting functionality was tedious — they had several manual processes that meant their customer data was often incorrect or duplicate, with few processes or policies in place to manage data.

Streamline their event management process into one integrated management system.

In order to better host large events worldwide, SEMI needed to expand their order and customer management functionality and gain the ability to visualize floor plans and sell space in one integrated system.





“ We formed a partnership with Aptify that allowed us to establish a foundation of best practices that will help us successfully address the current challenging business conditions and future opportunities.”

Stanley T. Myers

President and Chief Executive Officer, SEMI

The Aptify Solution

After researching the leading Association Management Software vendors, SEMI selected Aptify's business management application in 2007. In order to address all of their business issues, the solution required multiple modules implemented to over 100 users across sites in North America, Japan, China, Korea, Europe, Moscow, Taiwan, India and Singapore. The fully integrated application has enabled business process improvements across meetings programs, shows, membership, product order fulfillment, marketing, global customer data and international accounting.

The Aptify solution SEMI implemented included the membership management, meetings management, expo management, advertising, order entry, products, subscriptions and accounts receivable modules, plus a comprehensive e-Business platform.

The following highlighted solution areas provided SEMI with the benefits they were seeking:

Aptify Global Order Processing

Alternate Billing Currency: allows order processing in six currencies and the ability to process payments in multiple currencies and to report financials in the required functional currency.

Reporting Currency: enables users to generate powerful company-wide sales reports that present transactions recorded in seven different currencies into a single reporting currency.

Month-end Closing: facilitates general ledger reconciliation and monthly reporting by systematically assigning each transaction an accounting period that corresponds to the designated current accounting period.

Foreign Exchange Gain & Loss: manages accounting for currency fluctuations per US GAAP and meets internal control requirements.

OANDA Integration: downloads the latest currency rates from OANDA.com using their FXML service. An Aptify-delivered Process Flow automates this integration on a daily basis.

User-Centric Business Intelligence & Analytics

Aptify BI: made it easy for users to access information in the formats they needed it, whenever required.

Departmental Dashboards: offer consistent, user-friendly interfaces to navigate through key departmental processes and reports. Data is immediately accessible, actionable and relevant to the staff in each department.

Meetings & Event Management

Expo Management: provides seamless integration with floor plan management, order management and customer management systems in order to allow show exhibitors and administrators from around the world to assign, vacate, resize and relocate booth rentals from a single web site.

“ Aptify’s product has the flexibility to deploy configurations on demand that are crucial for our compliance with rigorous global tax and international accounting requirements. The ability to create and share Aptify views and reports is a powerful tool for us, and has become an integral part of our business and decision making process.”

Gil McInnes

Chief Information Officer, SEMI



The Benefits Achieved

“Order processing is seamless now. We have eliminated redundant work and no longer have to do any re-keying. We can help all of our customers both locally and internationally by quickly finding the information we need. The customer response has been positive,” states Gil McInnes, CIO of SEMI

Since implementing the Aptify solution, SEMI has seen major improvements across their business:

Significant Improvements in Top 11 Business Processes

Cycle time and labor were reduced by the automation of more than **60%** of key processes which were previously 80% manual in a number of key areas.

Cost of services was reduced by enabling global customer self-service and regional services via fully integrated, streamlined order processing and information access.

Overall accuracy of customer data was improved and financial month-end closing process was streamlined and integrated with their general

ledger accounting system. Their intent is to further leverage Aptify to reduce closing cycle time by 2-3 days and reduce labor time by 15%.

Faster and easier reporting abilities were realized, increasing productivity in one instance by 93%. A marketing report that had previously taken seven hours to run now took just 30 minutes.

A Global Order Processing Solution

Stronger internal controls and streamlined processes for product management, invoicing, cash receipts and order fulfillment resulted in heightened customer service across product lines.

The addition of PayPal through the Aptify system allows SEMI to automate the payment processing capability to accept worldwide credit card payments in various functional currencies.

Better Access to Data

Aptify’s robust viewing system allows users to quickly visualize data in a multitude of formats.

Key Performance Indicators (KPIs) representing everything from global booth sales to marketing campaign effectiveness allow users at all levels of the organization to recognize trends and make more informed business decisions.

Seamless Event Registration Process

On-line event registration and 3rd party systems attendee data uploads will enable SEMI to save both outside costs and internal labor.

“Aptify delivered on their promises to improve our business processes. It is the foundation for addressing our challenging global business demands,” concludes McInnes.

SEMI continues to methodically evaluate and refine business processes. As they address today’s global business challenges and future opportunities, they will continue to leverage the inherent flexibility of the Aptify solution to meet the evolving requirements of their global business for many years to come.

About Us

Since its inception in 1993, Aptify has grown to be a leader in enterprise application software. Aptify provides many business solutions including membership management, subscription and publication fulfillment, exposition and meeting management and e-Business. Aptify's software offers greater flexibility, rapid implementation, high scalability and a low cost of ownership.

Aptify Membership, one of Aptify's business solutions, is the most technologically advanced membership and customer management system available today. Aptify Membership meets the needs of associations, non-profits and other member-based organizations of all sizes with a comprehensive suite of business applications and integrated e-Commerce and Web-enabled applications. Aptify is headquartered in Washington, D.C. and maintains offices in Chicago, IL, Lebanon, PA and Roseville, CA. Aptify has an active international partner presence in Australia, Canada, Denmark, Finland, Hungary and the United Kingdom. Aptify was recognized twice by the Inc. 500 as one of the fastest growing privately held companies headquartered in the United States.

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