



Press Release

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Cypress Deploys Numetrics to Benchmark PSoC Development Capability Uses Fact-based Insights to Improve Productivity

Cupertino, CA: October 26th, 2011 – Numetrics, the leading provider of fact-based resource & schedule trade-off analysis tools for semiconductor integrated circuit (IC) development projects, today announced that Cypress Semiconductor Corp. has deployed Numetrics' tools and industry database to perform root cause analysis and benchmark its new product development capability against the industry. Cypress' goal is to ensure its rapidly expanding PSoC product line consistently achieves on-time market delivery and quality within development budget targets.

"We were able to use Numetrics solutions to perform root cause analysis and benchmark key performance indicators, including productivity, cycle time, schedule performance and spin count to drive systematic changes that significantly improve our product development processes," said Paul Keswick, EVP of New Product Development at Cypress. "The ROI is getting our products to market faster or with fewer resources, or both."

Cypress adopted Numetrics' performance benchmarking solution, which includes Numetrics' IC Industry Database™ and IC Metrics Tracker™ products to perform root-cause analysis and benchmark its PSoC development against similar projects in relevant industry categories. PSoC, or Programmable System-on-Chip, is a family of programmable SoC's that integrate configurable analog and digital peripheral functions, memory and a microcontroller on a single IC.

"As a data-driven company, Cypress understands that fact-based decisions strengthen business processes and execution," said Ron Collett, president and CEO of Numetrics. "We're very pleased that Cypress was able to optimize its PSoC development execution using our tools and industry database. The market success of the PSoC product family is a testimonial to Cypress' R&D execution and effectiveness."

About Cypress

Cypress delivers high-performance, mixed-signal, programmable solutions that provide customers with rapid time-to-market and exceptional system value. Cypress offerings include the flagship PSoC® programmable system-on-chip families and derivatives such as PowerPSoC® solutions for high-voltage and LED lighting applications, CapSense® touch sensing and TrueTouch™ solutions for touchscreens. Cypress is the world leader in USB controllers, including the high-performance West Bridge® solution that enhances connectivity and performance in multimedia handsets. Cypress is also a leader in high-performance memories and programmable timing devices. Cypress serves numerous markets including consumer, mobile handsets, computation, data communications, automotive, industrial and military. Cypress trades on the Nasdaq Global Select Market under the ticker symbol CY. Visit Cypress online at www.cypress.com.

About Numetrics Management Systems Inc.

Numetrics (www.numetrics.com) provides project and program managers in leading semiconductor and embedded software R&D organizations with production-proven planning tools to create project schedules and resource estimates that are far more accurate and reliable than projections based solely on intuition and traditional tools/methods—and in a fraction of the time. The enterprise resource planning (ERP) software leverages an industry database of more than 2,000 design projects to reliably measure project schedule risk and benchmark product development performance against the industry's best-in-class. The company is headquartered at 20863 Stevens Creek Boulevard, Suite 510, Cupertino, CA.