Qimonda Intranet: creative, passionate and fast
A close look at the project and processes for a multi-language corporate Intranet with regional Websites

OpenCMS.days 2008

Hannes Distler
We are a Top 3 Global DRAM Manufacturer*

Our Company
- NYSE listed since August 9, 2006
- 13,500 employees globally
- Major R&D operations in 6 locations on three continents
- Manufacturing facilities in Europe, North America and Asia

Our Global Footprint: FY 07 Revenues EUR 3.6bn

Europe: 37%
North America: 18%
Asia / Pacific: 12%
Japan: 33%

Our Products
- Broad and growing range of DRAM products for infrastructure, graphics, mobile and consumer applications
- Standard DRAMs for use in PCs and workstations

Strong Customer Base
- Strong customer base

*Calendar year 2007, by revenues. Source: Gartner, February 2008
Cello – the logical next step in the IFX journey

Preparation

Supervisory Board Decision

November 17, 2005

Preparation Implementation

Official Announcement

March 31, 2006

Implementation

Carve-Out

Carve-Out from Infineon

Internet/Intranet Website

May 1, 2006

Qimonda listed

August 9, 2006

Carve-Out

Qimonda listed NYSE

March 31, 2008

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Carve-out: 1st Wave – the Internet

Reasons for Change

- Establish new Brand and Corporate Image

Challenges

- Corporate Identity theoretically developed, but not lived
- Extremely fast setup (6 weeks)

Requirements

- Web-Contentmanagement System with Static export
- Provide a cost efficient solution (opensource preferred)
- Fits to IT Infrastructure and Landscape
- Know-how must be available (internal and design-agency)
Agenda

About Qimonda

Carve Out the 1st Wave – the Internet

Carve Out the 2nd Wave – the Intranet

Solution Design

- Global Site Architecture
- Content Structure and Design
- Local and Corporate Content
- Service Oriented Content
- Multi-language

People and Processes
Carve-out from Infineon

Preparation

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Carve-Out

Internet/Intranet Website
May 1, 2006

Qimonda listed
August 9, 2006

Carve-Out

Intranet independence
September 30, 2007

Qimonda listed

NYSE
March 31, 2008

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Qimonda – Global Reach

Worldwide: 13,500 employees

Headquarter
Sales
R&D
Manufacturing

Cary
Richmond
Raleigh
San José
Austin
Burlington
Dresden
Padua
Milan
Porto
Darmstadt
Munich
Xi’an
Beijing
Shanghai
Tokyo
Osaka
Suzhou
Taipei
Shenzhen
Seoul
High Blantyre
Porto
Vimercate

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Carve-out: 2nd Wave – the Intranet

Reasons for Change

- Independence from Infineon
- Establish new Brand and Corporate Image
- Limited Support Structure
- Extremely Fragmented Intranet (Content, Infrastructure and Applications)
- Expensive Solution (Licenses, Support, Infrastructure)
- No comprehensive Tracking

Scope

- Harmonize Web Content Management Systems (CMS)
- Improve Usage
- Improve Support
- Provide a cost efficient solution
- Improve Content Quality
# Size – What are we talking about

<table>
<thead>
<tr>
<th>Sites</th>
<th>Content</th>
<th>Users</th>
</tr>
</thead>
</table>
| 11 Sites  
Munich, Bratislava, Dresden, Porto, North America, Xian, Singapore, Japan, Suzhou, Taiwan, Malacca  
with multiple languages (English, German, Portuguese) | 300 Publishers worldwide (managing 10,000+ Pages) | 13,500 End Users |
Intranet Requirements

Specific Requirements
- Good Experience
- Multisites
- Reuse of Content
- Multi-language Support
- Service Oriented Content
- Usermanagement / Governance
- Fit into IT Infrastructure / Landscape
- Preview
- Templating
- Friendly URLs
- Search Engine included
- Low Costs
- Support in Germany

What not
- No Documentmanagement
- No Portal
- No internal Reporting
- No Workflow, but Trust
- No Frontend Login
- Limited Web 2.0
- No Development Platform for Applications

OpenCms
Alkacon
Agenda

- About Qimonda
- Carve Out the 1st Wave – the Internet
- Carve Out the 2nd Wave – the Intranet

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- Content Structure and Design
  - Local and Corporate Content
  - Service Oriented Content
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People and Processes
Options: Global Site Architecture

Option 1

Option 2

Search

Option 3

Local content  Corporate content  Multisite content
Agenda

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**Corporate and Local Content**

**Local Intranets with global content**

- Each site has its own Intranet (so called "local Intranet")
- A corporate Intranet does not exist anymore
- Corporate content is included in every local Intranet
- Corporate content is maintained centrally by corporate editors
- Local content is maintained by a local editor
- Multisite content is corporate content displayed in multiple Intranets
- Multisite content is maintained by multisite editors
The Synchronization Process

- Not all corporate Content is synchronized
- Filters can be set with the Exclusion List

Local content  Corporate content  Multisite content
Corporate and Local Content - Homepage

- Corporate Information
- Local Information
- Fixed information

Purple Goes Green
The old intranet pages will be shut down on March 31.

Legends:
- Corporate Information
- Local Information
- Fixed information

Last modified: March 20, 2008 4:43:58 PM by Julie Kosolowski (Julie.Kosolowski)
HR Services

In diesem Bereich erhalten Sie alle HR-relevanten Informationen und Services für Mitarbeiter, wie beispielsweise Kontaktmöglichkeiten, Weiterbildungsangebote und interne Stellenausschreibungen.

- Recruiting & Marketing
  - Apprendices
  - Programme
  - Recruiting Materials
  - Job offers
  - Interne Versatzung/Umorganisation
  - Personeneinstellung

- Personnel Administration
  - Consultancies
  - Auslandsaufenthalte
  - Administration

- Compensation Structure
  - Global Grading
  - Bonus & Incentive Guidelines

- People Development
  - Training
  - Management Development
  - Technical Development
  - Employee Development & Engagement
  - Talent Management
  - Weiterbildung

- Employee Portal
  - Reporting
  - HR-Wiki

- New Employee
  - Welcome to Qimonda
Corporate and Local Content – Human Resources (Bratislava)

HR Services
This section contains all information and services regarding the personal and professional development of employees, e.g. further training and internal job offers.

- Recruiting & Marketing
- Apprentices
- Programs
- Recruiting Materials
- Internal Jobboard
- Internal Transfer/Reorganisation
- Visiting

- New Employee
- Personnel Administration
- Consultancies
- International Assignment
- Administration

- Compensation Structure
- Global Grading
- Bonus & Incentive Guideline
- People Development
- Training
- Management Development
- Technical Development
- Employee Development & Engagement
- Talent Management
- Employee Portal
- Reporting
- HR-Wiki
- Contacts
- Corporate Contacts
Corporate Content
## Local Content - Munich

The image displays a screenshot of the OpenCms Workplace of Hannes Distler (distlerh) - Qimonda. The directory structure and file listing are shown, with a focus on the "portal" directory which is highlighted. The file listing includes directories and files such as "admin", "compensation", "contacts", "employee_portal", "hr_wiki", "new_emp", "pd", "portal", "recruiting", "reporting", "index.html", etc., with details like the name, title, type, size, and date last modified.

### Directory Structure
- **Munich Intranet**
  - `de`
  - `en`
    - `assets`
    - `contacts`
    - `faq`
    - `industry_news`
    - `news`
    - `qiworld`
  - `site`
    - `benefits`
    - `daytoday`
    - `hr`
      - `admin`
      - `compensation`
      - `contacts`
      - `employee_portal`
      - `hr_wiki`
      - `new_emp`
      - `pd`
      - `portal`
      - `recruiting`
      - `reporting`
      - `index.html`
    - `programs`
    - `qimonda`
    - `site`
    - `workplace`
  - `lost_found`

### File Information
- **Employee Portal** (folder)
  - Date last modified: 11/16/07 3:31 PM

### Example Entries
- **admin** (folder)
  - Date last modified: 11/30/07 5:37 PM
- **compensation** (folder)
  - Date last modified: 9/27/07 8:57 AM
- **hr_wiki** (folder)
  - Date last modified: 11/16/07 1:33 PM
- **new_emp** (folder)
  - Date last modified: 4/3/08 2:21 PM
- **pd** (folder)
  - Date last modified: 11/16/07 10:10 AM
- **portal** (folder)
  - Date last modified: 11/16/07 3:31 PM
- **recruiting** (folder)
  - Date last modified: 3/27/08 11:04 AM
- **reporting** (folder)
  - Date last modified: 2/13/08 5:25 PM
- **index.html** (folder)
  - Date last modified: 9/20/07 5:27 PM
Local Content - Porto
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Global Site Architecture

Content Structure and Design

Local and Corporate Content

Service Oriented Content

Multi-language

People and Processes
# Service Oriented Content

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
<th>Local content</th>
<th>Corporate content</th>
<th>Multisite content</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Site Information</strong></td>
<td>Includes all information about the site or region, e.g. site management, addresses and site directions, facility management, etc. (pure local content)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Workplace</strong></td>
<td>Includes portals for work groups, e.g. development engineers, logistic experts and operative staff. (both local and corporate content)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Day-to-Day support</strong></td>
<td>Includes all information and services which support employees in the performance of their daily work, e.g. IT services. (both local and corporate content)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>HR Services</strong></td>
<td>Includes information and services regarding the personnel and professional development of employees, e.g. further training and internal job offers. (both local and corporate content)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Programs &amp; Projects</strong></td>
<td>Includes information about current Qimonda programs, initiatives and projects, e.g. Lean Six Sigma. (both local and corporate content)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Benefits</strong></td>
<td>Contains information about benefits for the employees, e.g. stock options, incentive plans (both local and corporate content)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>About Qimonda</strong></td>
<td>Contains all content about Qimonda as a whole, e.g. Management Board, products, all Qimonda locations, organization, … (pure Corporate Content)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
The idea behind: Service-oriented Intranet

Intranet reflecting organizational structure

- "Which department handles Business Trips?"
- "Maybe Human Resources?"
- "I still don't know if this is the right place but I'll look around and maybe find the right page..."
- "Oh, there it is, I'll fill out the form and I'm done"

Service-oriented Intranet

- "I want to be supported in my daily work, let's try the Day-to-day support section then"
- "Wow, there's a direct link to the Travel & Fleetmanagement. That was easy!"
Corporate Functions

- Alliances (AL)
- Audit & Risk Management (AR)
- Business Continuity (BC)
- Communications (C)
- Finance & Treasury (FT)
- Human Resources (HR)
- Investor Relations (IR)
- Information Technology (IT)

- Legal & Patent (LP)
- Marketing Excellence (AIM ME)
- Quality Management (QFM)
- Purchasing (CP)
- Reporting, Planning & Controlling (RPC)
- Supply Chain (SCP)
- Sales Channels & Services (BCS)
- Strategy (S)
Welcome to Human Resources

Our work is targeted towards providing Infineon with optimal HR solutions and services. As an employee of Infineon, we aim to support your professional development.

For you as a manager within Infineon: we assist you in the recruitment of new staff, in individual and organizational change processes as well as help you in performing succession management tasks.

Please see our intranet site for further information on our organization as well as on current programs and projects.

Business Partners

- Automation, Industry & Multimarket
- Communications Solutions
- Operations
- Central Functions

- Institute for Learning and Development
  Coordinates Learning and supports Change Processes within Infineon

- Foundation Matters
  Support for Change Management in succession planning and management development

- Compensation & Benefits
  Create and Improve Compensation & Benefits (460) Programs and Solutions

- Procurement & Marketing
- Travel Management
- Talent Management

- Diversity Management
- Service Center
Purple Goes Green

The old intranet pages will be shut down on March 31.

Old Intranet Shut Down

Highlights
- Corporate Rules
- Corporate Forms (COD)
- Old Corporate Intranet
- Old Munich Intranet
- Q-Store
- Retirement plan (German)

Quick Links
- Select Service
- Go

Popular Pages
- IT Service Request Overview (Qinebix)
- Employee Portal
- IT Service Desk
- QCD (Qimonda Corporate Directory)
- Investor Relations

Stock Chart
- NYSE:
  - 27.02 USD
  - 4.97

Last modified: March 20, 2008 3:15 PM by Julia Kosewowsky

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Quick Links
- Old Munich Intranet
- Q-Store
- Retirement plan (german)

Stock Chart
- Qimonda Corporate Directory
Service Oriented Content – Business Trip

Travel & Fleet Management

- Travel Management
  - Reisebuchung
- Fleet Management
  - General Information
  - Company & Function Car
  - BGU - Gross Salary Compensation
  - Travel Security Assistance
Reisebuchung

Online Buchung (TravelNet)

Hier buchen Sie Flüge innerhalb Deutschlands und Europa, Hotels und Mietwagen weltweit, Bahntickets (Deutsche Bahn) in Deutschland (und einige Strecken innerhalb der EU), Intercontinentale Reisen, Zahnflüge und Gruppenreisen buchen Sie bitte über das DER Reisebüro.

TravelNet

Bei Fragen, Anregungen oder Beschwerden zum TravelNet kontaktieren Sie bitte den Customer Service, werktags (Montag - Freitag) von 8:00-18:00 Uhr erreichbar.
Tel.: 089 - 636 34270
Email Adresse: travelnet@online.cms@siemens.com

Reisebüro Buchung (DER Reisebüro)
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People and Processes
Multi-language Concept

- 3 languages are available
  - English (default)
  - German
  - Portuguese
  - extendable
- Corporate Content should be available in all languages at least in English
  - If not ⇒ display "content is not translated"
- Local Content should be available in local Languages and english
Multi-language content is created by using:
- identical folders structure (1) in different language folders and
- using siblings (2) to bind language versions together.
People and Processes

End Users

- Questionnaire / Analyses
- Constant Project Communication
- Marketing Sessions
- Newsletter (New Content and Functionality)
- The First impression matters

Publisher Network

- Workshops (e.g. Global Architecture)
- Governance (Roles & Responsibilities)
- Enable the Publishers (Trainings)
- Workshops (Content and Structure)
- Newsletter (new Functionality)
- Constant Consulting
Intranet: creative, passionate and fast

You need a great solution, the people & processes to keep it alive
Purple Goes Green
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> Select Service

Popular Pages
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> Employee Portal
> IT Service Desk
> QCD (Qimonda Corporate Directory)
> Investor Relations

Stock Chart

NYSE:
26 01 05 09 14 18 22 27
26/03/08 11:25 PM
4.07 USD
- (-%)

> Stock Chart Tool
We reconfigure the present.
We challenge existing rules to enable the future.

We love to explore ideas.
We work hard to make them happen.

We anticipate opportunities.
We execute efficiently.
Thank you

The World's Leading Creative Memory Company