

# Dupont Photomasks, Inc.



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## Industry

Semiconductor

## Company Facts

- Hqtrs. in Round Rock, TX
- \$408 million in 2001
- Global facilities, 2000 employees in North America

## Challenge

- Semiconductor manufacturing is a fast-paced industry that demands up-to-the-minute communication. Yet, the means of communication must be easy to use and manage so as to serve many different skill levels and departmental requirements. Email is not the best way.

## Environment

- Microsoft Office, Adobe PDF

## Return On Investment

- Eliminated need for HTML programmers. "System runs itself". Significant productivity increase and cost reduction. Freed up resources for other IT projects.

## Business Overview

Dupont Photomasks, Inc. is a leading global provider of microimaging solutions for the semiconductor industry. The company develops and produces advanced photomasks, a key enabling technology used in the manufacture of semiconductor and other microelectronic devices, and pellicles, the protective covers for photomasks. High-purity quartz or glass plates containing precision images of integrated circuits (or chips), photomasks are used as masters by chipmakers, and other industries, to optically transfer these images onto semiconductor wafers. Headquartered in Round Rock, Texas, Dupont Photomasks operates a global network of manufacturing facilities serving semiconductor makers and other electronics producers around the world. Dupont Photomasks (Nasdaq: DPML) posted worldwide sales of approximately \$408 million in fiscal 2001.

## Business Challenge

Today's leading edge semiconductors are subwavelength devices – integrated circuits with feature sizes that are smaller than the wavelength of light used to fabricate them. Photomasks have become a key link in transforming this new generation of designs into working chips – allowing chipmakers to continue to use and prolong the life of expensive photolithography systems. Advances in photomask technology from Dupont Photomasks are an integral component in the lithographic process of semiconductor manufacturing. To meet the semiconductor industry's accelerated technology roadmap, it's imperative that the 2,000 employees working in the 11 Dupont Photomasks facilities across North America, Europe and Asia be able to communicate quickly and easily. The communications must be simple enough to enable the participation of non-technical management employees, powerful enough to handle huge files, and sophisticated enough to transmit six languages – English, French, German, Chinese, Korean, and Japanese.

## Business Solution

For the past four years, Dupont Photomasks has met its internal communications needs with a global intranet anchored by Net-It Central, the web document publishing solution from Informative Graphics. Net-it Central automatically converts Word, Powerpoint, Excel, PDF and other standard desktop applications to HTML and posts them to secure, designated web sites, eliminating the need for costly, time-consuming manual conversion. Today over 100 document administrators around the world are responsible for keeping more than 3 gigabytes of data – 8,000 files in 2,000 folders – up to date. "Before Net-It Central, we loaded our email system with huge attachments, relied on FTP sites for downloads, and needed programmers to do HTML conversions," said webmaster Devon Johnston, who designed the intranet and oversees its management. "Today the system runs itself. It's a core element of our global communications infrastructure that provides tremendous productivity and cost benefits."

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## Business Results

The Net-It Central-based intranet has enabled Dupont Photomasks to centralize and simplify its communications infrastructure. "When we first started, each geographic location wanted to create its own site. But as the volume of content on the central site has grown, so has its value. Now the regions are competing to contribute, to be sure they are represented," said Johnston. "The content is now available in three different languages, with more to follow. It ties us together as one company. Our CEO is a strong supporter and more functions – Human Resources and Accounting – are signing up. The software is flexible enough to accommodate a range of needs. HR is able to use corporate icons and custom templates to make everything familiar and friendly to employees," she said. "Engineering really likes the project tracking application we've developed within the software."

Net-It Central's simplicity is producing multiple benefits. "We rely on the intranet more than ever, but, because the process of posting new material is automated, we all have more time to do other things," said Johnston. During first-year startup, she spent more than half of her time on the company intranet. Today she spends almost nothing. "Because Net-It Central runs itself, I have time to work on four other major IT projects." The more than 100 content administrators and scores of additional content providers they support tell similar stories. With Net-It Central doing the heavy loading behind the scenes, the Dupont Photomasks team can concentrate on the brainwork – squeezing more circuits on silicon wafers.