

Case study – Asian Mobile

- Objective
 - Jointly develop a new GSM mobile phone range
 - 10M phones per year \$1Bn revenue in phones per year
 - \$200M silicon revenue per year
- Results
 - Developed and placed into manufacture new GSM phone range
 - Project managed development for customer
- Lessons learned
 - Ensure responsibilities are clear
 - Remove effect of internal politics
 - Do not rely on contractors
 - Understand clash of cultures
 - Support of partner can lead to weakening of partner

Large experienced customers can still allow personal agenda to derail huge projects