

DFAE SUPPORT PROCESS AND REPORT UPDATE

DFAE TRAINING 2019, CQ

XU HONG PING, HORNBY (徐红平)
SENIOR FAE, AUTOMOTIVE CAS BSN
GREAT CHINA
DEC, 2019



EXTERNAL USE



SECURE CONNECTIONS
FOR A SMARTER WORLD

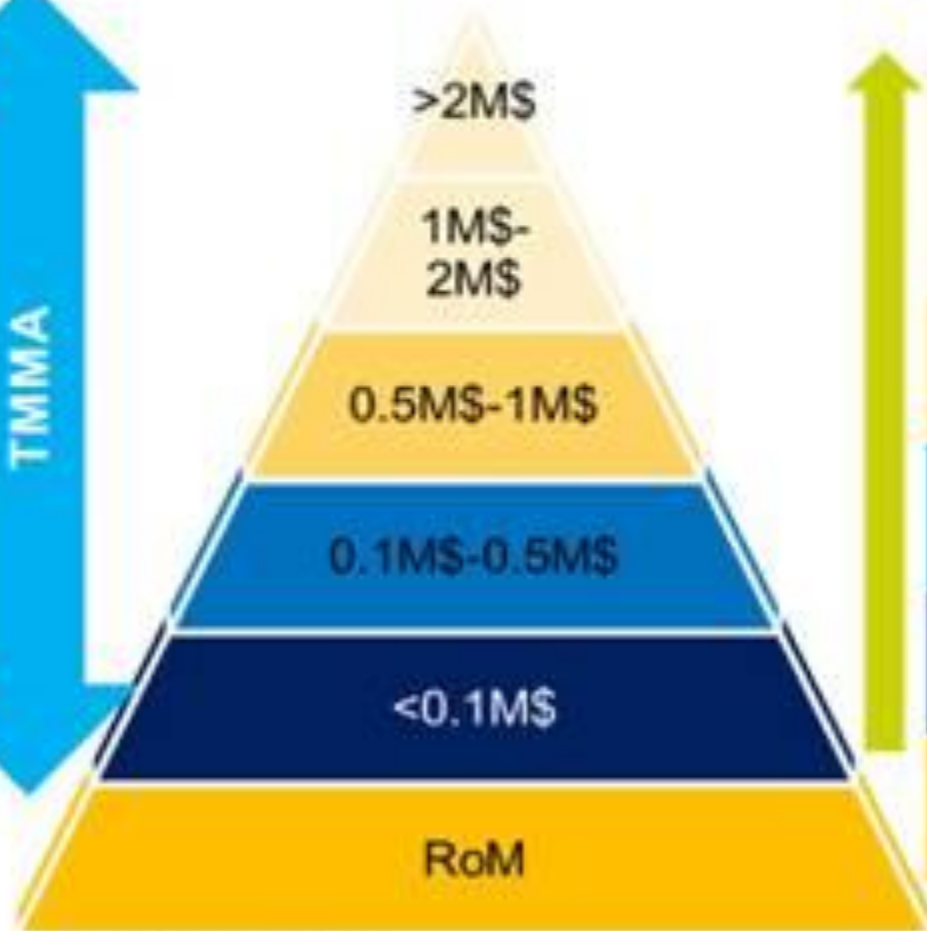
Agenda

- Customer Support Flowchart Update
 - Get Support from NXP
- DFAE Visit Report & Monthly Report
- Let's Become Partners

CUSTOMER SUPPORT FLOWCHART UPDATE



Strategy to support 5Y Plan---Optimization on customer tiering



| Total TMMA# | | | |
|-------------|------|--------|--------|
| 212 | 216 | 212 | 212 |
| 2017 | 2018 | 2019 F | 2020 F |
| 9 | 15 | 17 | 18 |
| 27 | 28 | 32 | 36 |
| 36 | 39 | 38 | 44 |
| 73 | 87 | 85 | 78 |
| 67 | 47 | 40 | 36 |
| 1548 | 1565 | 1800 | 2070 |

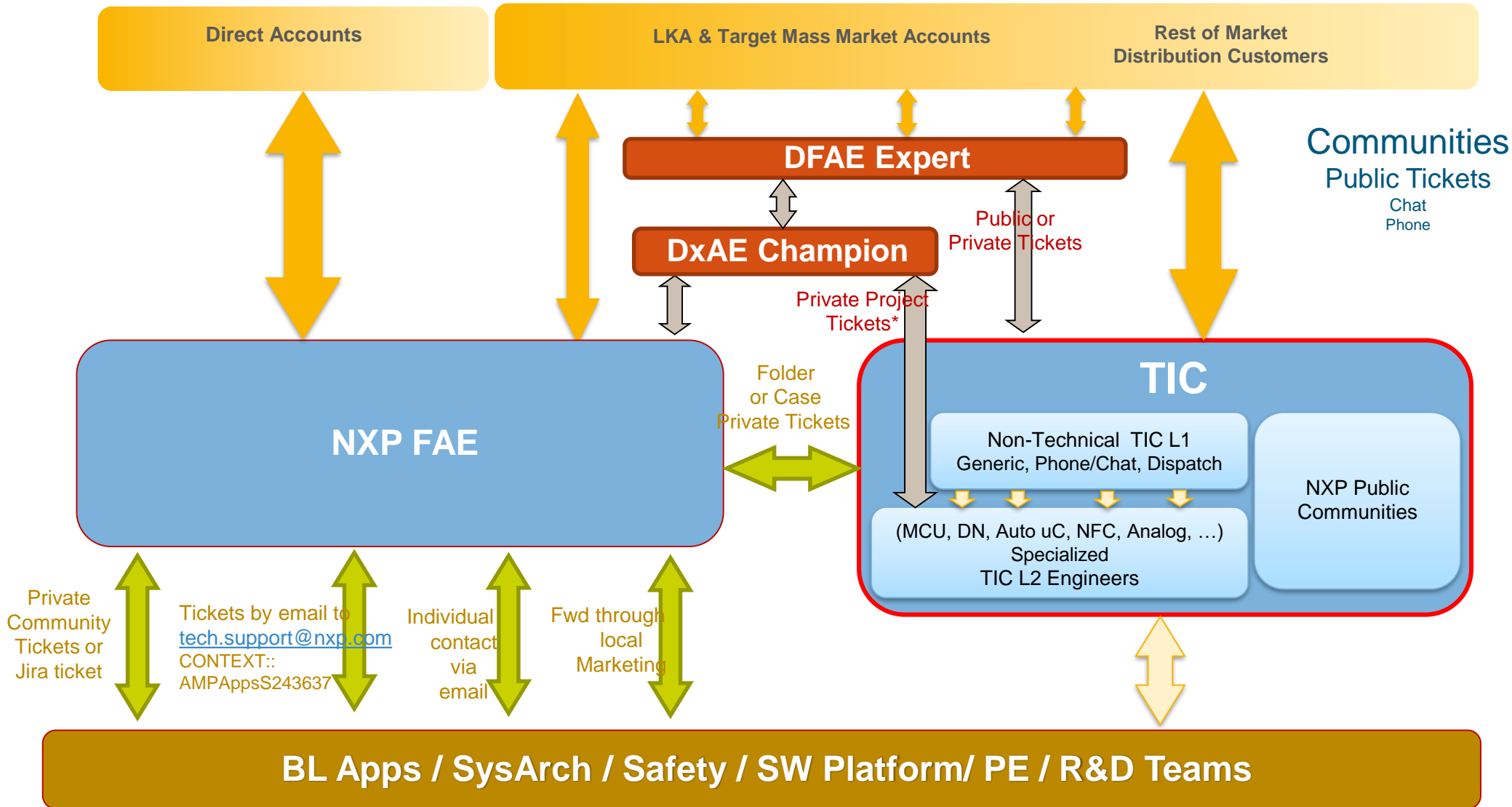
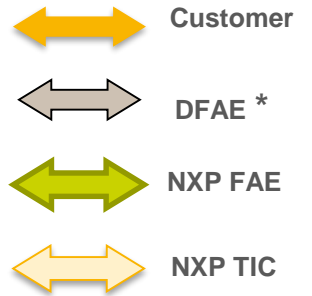
↑15% ↑15%

Overall, We are in a healthy growth shape for Auto TMMA & RoM.

TMMA: Penetration on TOP TMMA to growing with them & gain more share. Focusing on High Touch & High Growth Strategy

RoM: Disty program & KPI setting & vertical application approach → **Expand RoM customer base & Prepare more RoM to TMMA from Y2021**

High Level Technical Support Setup



- * Notice to DFAE support to MM Customers
- TIC Online portal. DFAE creates ticket folder per customer project: supports DFAE prioritization;
 - Optional specialist assignment (in alignment with NXP FAE);
 - Tickets through email



Low Performance from DFAE

- 客户直接电话我们
- 将NXP的技术人员直接拉入客户的微信群中
- NXP提供了技术支持，但代理商报告没有体现
- 需要我们帮助器件选型
- 从NXP技术团队借硬件(EVB/调试器)，然后同时又要求NXP技术团队为客户提供支持
- 同一类问题重复要求多次，如：
 - 审核MCU的最小系统
 - 需要我们到不同的客户那里做同一个器件的现场技术培训

Flag in SFDC

- “Disti Self Sufficient” flag created in SFDC
- Available in Production on November 12th, 2018

Customer Project
PTN6120 25G line card-LS1043

Show Feed

Open Activities [0] | Activity History [0] | Google Docs, Notes & Attachments [1] | Customer Project History [0] | Entitlements [0]

Customer Project Detail

▼ Project Detail

| | | | |
|------------------------------|------------------------------|---------------------------|------------------------------|
| Owner | Y.L. Liu | Opportunity | PTN6120 25G line card-LS1043 |
| Project Name | PTN6120 25G line card-LS1043 | Opportunity Owner | Kevin (Zhi Gang) Tan |
| Customer Project Name | | Account | ZHONGXING TELECOM LTD |
| BU | 52N 510 | Region | Greater China |
| BL | BLDN BL01 | Country | China |
| MAG | RNG R01 | CBG | Infrastructure |
| Oppty Claim Value (USD) | 813,729 | CollabNet/Others Location | |
| Block Diagrams/Schematics | Uploaded | SharePoint Document | |
| Checklist Uploaded | <input type="checkbox"/> | Trust Provisioning | No |
| War Room Completed | | NPI | <input type="checkbox"/> |
| Disti Self Sufficient | | | |

Self-Sufficient ?

- The distributor is driving the opportunity win and support
 - Using the distributor's resources
 - Using the TIC
 - Using 3rd Parties
 - Using the NXP CAS/AE/SE as 2nd line of support when: (examples)
 - Required by the TIC
 - It is agreed with the local CAS (FAE or manager) that the distributor, even with Champion level FAE/AE could not win alone due to
 - High complexity of device / application
 - Quality issue
 - Lack of documentation / training
- If any doubt: the Final Decision on DSS is owned by the Regional CAS Manager

Disti Self Sufficient  

- The distributor is not driving win and support – for instance:
 - Ask our FAEs to send documentation
 - Does not visit the customer alone
 - Needs our FAEs to make a product presentation
 - Ask us before the distributor's champions
 - Does not know what happens at the customer, what is the competition, what are the technical requirements
- If any doubt: the Final Decision on DSS is owned by the Regional CAS Manager

Examples

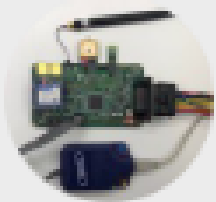
Disti Self Sufficient  

**GET SUPPORT
FROM NXP**



1st Option: 关注我们的微信公众号

- 在微信上搜索“汽车电子expert成长之路”公众号



汽车电子expert成长之路

历史文章分类列表目录(点击文章标题即可直接跳转阅读, 截止2019年6月15日)



汽车电子expert成长之路



2nd Option: 从NXP Community获得帮助

- www.nxp.com/community

Products [View all](#)

- Automotive MCUs/MPUs and Tools
- i.MX Processors / i.MX RT
- Kinetis Microcontrollers
- LPC Microcontrollers
- NFC
- Power Management
- PowerQUICC Processors
- QorIQ Processing Platforms
- Sensors
- Wireless Connectivity

Software

- CodeWarrior Development Tools
- MCUXpresso Software and Tools
- MQX Software Solutions
- Processor Expert Software
- S32 Design Studio

Topics

- Identification and Security
- Model-Based Design Tools
- Rapid IoT
- SafeAssure
- Training Content

Subspaces


 S32 SDK

 S32 Design Studio

 S32K

 S12 / MagniV Microcontrollers

 MPC5xxx

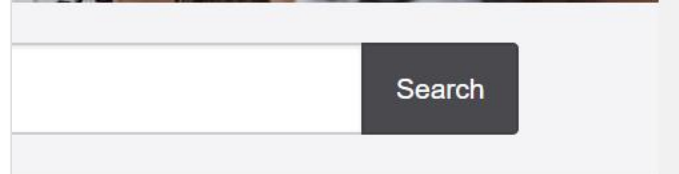
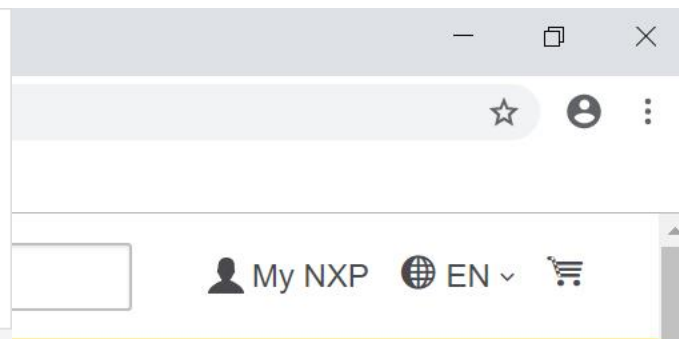
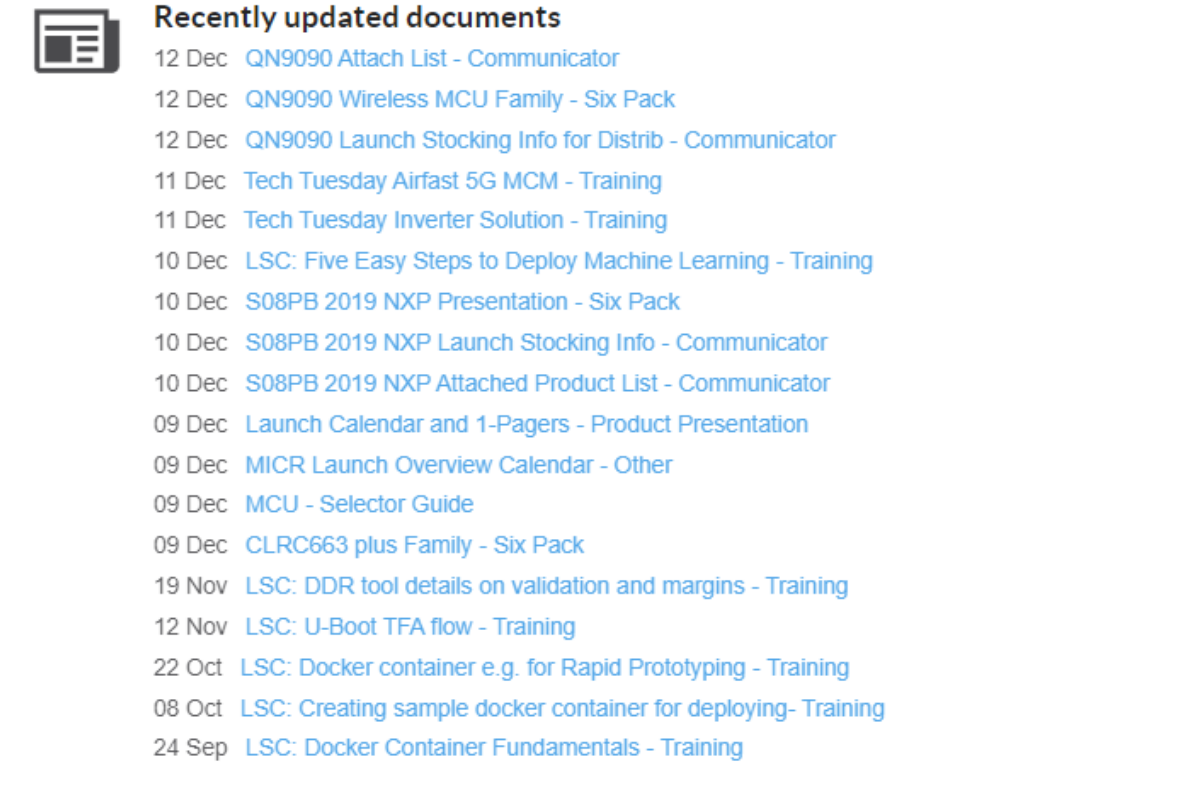
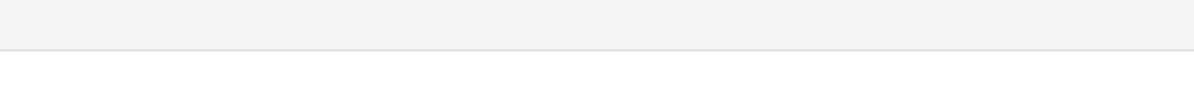
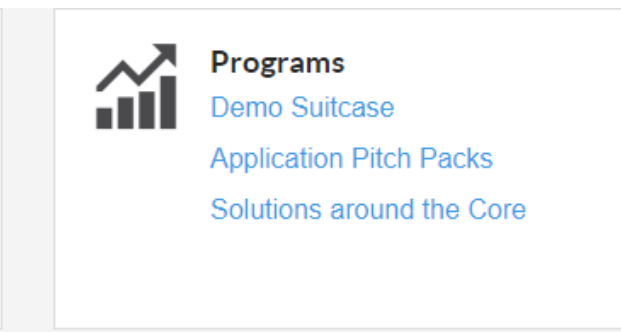
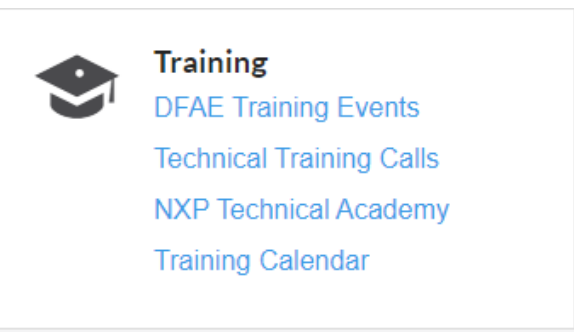
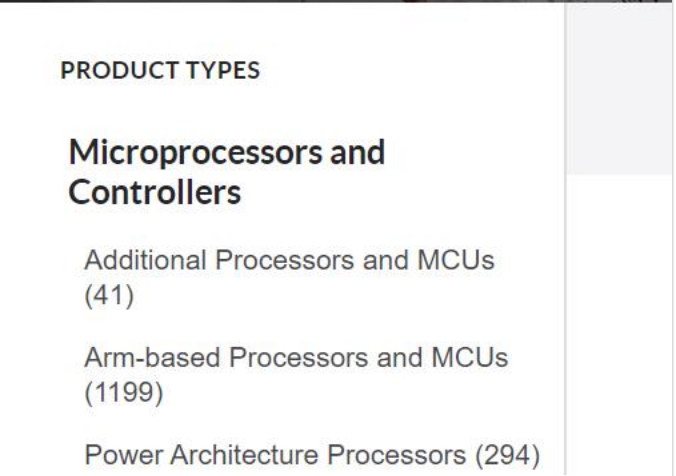
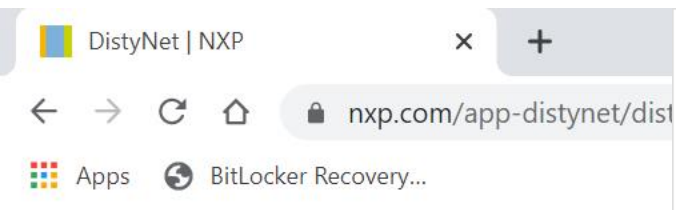
 S32V

3rd Option: Training Video from NXP

- As a replacement of previous Brainshark, Disty team launched new video training site and already shared with DFAE since April-2019.
- <https://training.nxp.com>



4th.: 使用DistyNet, www.nxp.com/distynet



Last Option: 向各自代理商的Champion DFAE提问

- 访客报告及客户咨询邮件中时刻抄送各自代理商的 Champion DxAE
- Champion DxAE 可以提供Cross Support include TIC / Community / Internal Conference
- 遗留问题由Champion DxAE向NXP直接提问

我们对Champion DFAE的要求

- 收集各自辖区内的DFAE为客户解答的各类问题
- 为DFAE解答遗留的技术问题，必要时直接了解清楚客户的问题并给出合理的解答
- 不能直接答复客户时，可以向NXP提问，但需要清晰地表述客户的问题
- **NXP只接收Champion DxAE提出的技术问题**

Champion DxAE向NXP直接提问

- 提问时的邮件Subject格式要求：

- [代理商_地区][客户名][客户项目名][NXP器件型号][ModuleN#][问题简述]

- 例：

- [代理商_BJ][客户A][HVBMS][SPC5744PFK1AMLQ9][RXXXXXX][CAN BUS OFF问题]

- [代理商_BJ][客户A][HVBMS][SPC5744PFK1AMLQ9][RXXXXXX][ADC 采样不准的问题]

第一次向NXP提问时的邮件中的内容阐述要求

- 客户问题的调查报告以及提交的TIC/Community Link
 - 我们将尽可能在该Link上回答客户的问题, 以便于我们对客户问题的追踪, 同时其余代理商/客户也能获得帮助
- Link上还需要写明:
 - 你们的调查过程和结果
 - 客户设计中使用的相关工具:
 - 编译器及版本
 - 调试/仿真器
 - 第三方软件及版本, 是否基于AutoSAR MCAL设计
- 邮件中另外写明:
 - 项目框图
 - 客户项目负责人信息
 - 样机/量产时间

NXP对DFAE的日常支持

- 我们会不定期提供产品或应用培训，面对面技术交流会，Champion DxAE和Candidate被要求优先参加
- DFAE可以到NXP实验室和我们一起调试/交流，特别是由我们指定的新Champion DxAE，我们将要求每年至少有1次以上的On-Site
- 我们可以为DFAE审核培训材料

DFAE VISIT REPORT & MONTHLY REPORT



DFAE VISIT REPORT

DFAE的访客报告

- 阐述客户的需求，并抄送DFAE各自的Manager和Champion DFAE
- 建议同时抄送NXP的相关Marketing (产品线和应用以及分管代理商) / BD (for OEM) / Sales / FAE / AE
- Example: A客户使用MPC5775E设计Inverter，你的邮件应该抄送给哪些人？
 - NXP Product Marketing: → Who?
 - NXP Application (Marketing): → Who?
 - 你是哪个代理商？归哪个NXP Marketing负责: → Who?
 - NXP Sales: → Who?
 - 产品分管的NXP FAE: → Who?
 - NXP AE: → Who (if have)?

NXP System Group (专注产品线) Info.

- AAA
 - DES
 - BMS
 - SSL
 - Driver
 - SPM
 - SafetySBC
 - PMIC
 - IVN
 - CLF PHY
 - SBC
 - ETH
 - SCA
 - PEPS/NFC/SE
 - Others
- IDA
 - RadioTunner / AMP
 - Radar
- AMP
 - ADAS
 - Vision: S32V
 - Radar: S32R, MPC577xK, MPC567xK
 - C&S
 - S32G, MPC574xB/C/D/G, MPC564xB/C/D, MAC57D
 - GPIS
 - MaigniV, S08, S12
 - S32K, KEA
 - MPC560xB/C/D, MPC560xS, MPC560xE
 - VDS
 - CS: S32S, MPC574xP, MPC5643L, MPC560xP
 - PT: S32E, MPC5xxx with eTPU or GTM module
 - Others
- SEN
 - TPMS
 - Others

| PL | Marketing | FAE Leader |
|-------------|--------------|------------------------------------|
| DES | Hunter ZHU | Kevin JIA |
| SPM | Stephen YAN | Kevin JIA |
| IVN | Hua QIAN | Kevin ZHU |
| SCA | Po Dong | David JU |
| IDA | Fisher XIONG | Li JIAN |
| ADAS-Vision | Yu WU | Tony ZHANG |
| ADAS-Radar | Chang YANG | Oliver TIAN |
| C&S | Mark YU | William WANG |
| GPIS | Vincent DENG | Mike CAO (MagniV) |
| | | Steve SUN (S32K: Lighting & Touch) |
| | | Tony ZHANG (S32K: NFC & Others) |
| VDS | Zhengfa LUO | Hornby XU |
| TPMS | Helen LU | Cindy ZHANG |

NXP AMP Marketing Support Matrix

| Disty | Marketing | Application | Marketing | Application | Marketing |
|---------|--------------|-------------|-------------|-------------|--------------|
| Arrow | Ernest GAN | Parking | Chang YANG | Fan | Vincent DENG |
| Avnet | Vincent DENG | Radar | | Pum | |
| CECport | Zhengfa LUO | e-Bike | Ernest GAN | Sensor | |
| Edom | Vincent DENG | HVAC | | Window Lift | |
| Future | Zhengfa LUO | Lighting | Mark YU | BCM | Winfield WEI |
| SAC | Ernest GAN | Dashboard | | PEPS | |
| Weikeng | Ernest GAN | Gateway | Zhengfa LUO | Vision | Yu WU |
| WPi | Vincent DENG | T-Box | | ABS/ESC | Zhengfa LUO |
| WT | Vincent DENG | BMS | Airbag | | |
| ZLG | Zhengfa LUO | CNG | DC-DC | | |
| Others | Vincent DENG | EMS | EPB | | |
| | | TCU | EPS | | |
| | | VCU | Inverter | | |
| | | | OBC | | |
| | | | TPMS | | |



OEM Support Matrix

| OEM | | BD / Sales | FAE |
|-------------|---------------|----------------|--------------|
| BAIC | BJEV | Alan YANG | Hornby XU |
| | Borgward | | |
| | Foton | | |
| BYD | Others | Yue ZHENG | Remi WANG |
| | Body | | Jacky TAN |
| Chang'An | | Yue ZHENG | Alvin LIU |
| Chery | | Liang ZHANG | Oliver TIAN |
| DFM | | Yue ZHENG | Alvin LIU |
| FAW | | Shengcheng BAI | Box LI |
| GAIC | | Peggy HSIA | Remi WANG |
| Geely | Others | Shiyi SUN | Joe ZHU |
| | GW & Security | Hanfei DI | Joe ZHU |
| GWM | | Alan YANG | Tony ZHANG |
| PATAC / SGM | Others | Liang ZHANG | William WANG |
| | Vision | | Tony ZHANG |
| SAIC | GW & Security | Liang ZHANG | William WANG |
| | SEAT | | Joe ZHU |
| | Maxus | | Joe ZHU |
| Zotye | | Shiyi SUN | Steve SUN |



DFAE MONTHLY REPORT

DFAE的月报


- 方便客户项目可追踪，以及可能的遗留问题
- 尽可能地真实填写表格中的数据
- 尤其需要体现NXP技术人员参与支持的项目

DFAE Monthly Report Improvement

- 如有疑问，先仔细查看Readme页的说明
- 黄色栏时只选项，属于统计关键字，不能更改；如有不能确定的部分，可以选择Others，并在最后面的Remark栏里作下说明
- 姓名格式：中文名/英文名，如：陈大伟/David CHEN
- 客户属地：如：上海、北京、河南/郑州.....
- 每个汇报的项目按NXP器件所属的产品线进行分类
- 每一栏需要有ModuleN#号和LTR\$信息

LTR\$的输入(单位是\$, 保留小数点后2位)


- LTR\$根据ModuleN下的实际结果填入到月报中
-Copy **Oppty Claim Value (USD)**

 **Opportunities (1)**

| Opportunity Name | Parent Account | Account Name | Oppty Claim Value (USD) | Stage | Created Date | Expected Close Date | Production Date |
|------------------|----------------|--------------|-------------------------|-------|--------------|---------------------|-----------------|
| | | | | | | | |

-Or, Copy **Prod Claim Value (USD)**

Products (Standard Price Book) [Products \(Standard Price Book\) Help ?](#)

| Action | Product | MAG | Active Flag | Sales Price | Price Erosion Rate (%) | Qty per Sys | Share (%) | Prod Claim Value (USD) | Prod Lost/Cancelled | Prod Lost/Cancelled Claim Value (USD) |
|--------|---------|-----|---|-------------|------------------------|-------------|-----------|------------------------|---------------------|---------------------------------------|
| | | RPM |  | USD | 0 | 1.00 | 100 | | | 0.00 |

**LET'S BECOME
PARTNERS**



怎样的DFAE才是（客户/NXP）的合作伙伴

- 让客户记得你
- 让客户不要记得你
- 让我们记得你
- 让我们不要记得你



态度决定一切!



SECURE CONNECTIONS
FOR A SMARTER WORLD