Time

Key Initiatives

Strategy

- Develop methodologies and implementation to continually improve the cost effectiveness of all Central Engineering functions

- Ensure strategic roadmaps for critical competencies deliver competitive advantage and support business strategy and customer needs

Velocity

- Increase the speed and responsiveness of Central Engineering through improving our connectedness with our worldwide
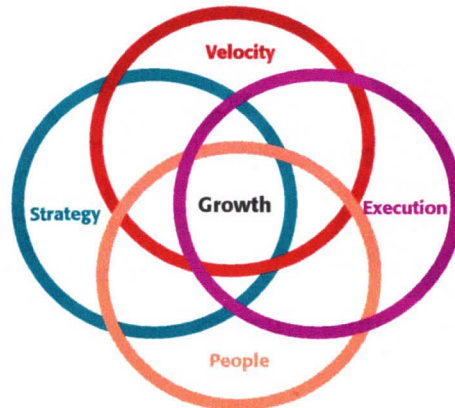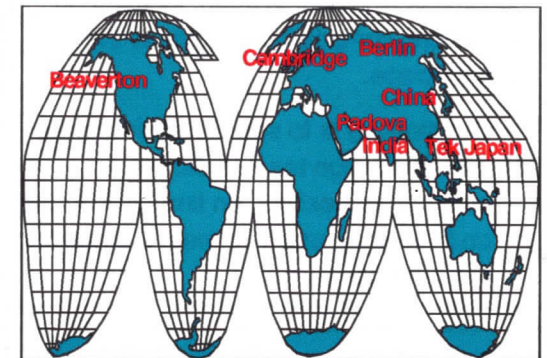
Execution

- Enable first-time / on-time success for all engineering projects through continued improvements in R&D effectiveness, competitive design tools, computing infrastructure, and engineering information

- Deliver competitive new product designs which optimize total lifecycle costs including SCOS, OCOS and warranty, with no schedule or development cost 'surprises'

People

- Create an environment that grows, challenges, and retains key talent and collaborative partnerships committed to the success of Tektronix

Tektronix

Global Central Engineering

Mission, Strategy and Key Initiatives

Central Engineering

Mission

We enable our customers to design, deploy, and manage "Next Generation" global communications networks, computing, and advanced technologies by developing and implementing a

Global Central Engineering Engine

which leverages our core competencies to provide innovative

Designs, Tools, Processes, Information, Skills and Technology

in a manner that enables our customers' success, meets our financial commitments, and provides a competitive advantage for our company and our people.

Strategy

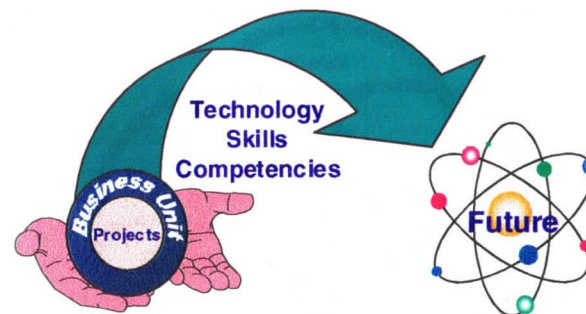**The Three Faces of Central Engineering**

1. We are an essential contributor to the Business Unit design team, focused on delivering competitive designs to the marketplace.

   - Our strategy is to seamlessly integrate with the design team to deliver competitive designs, on time, with focus on increasing agility to meet the needs of the business.

2. We are an integral part of the worldwide engineering community, focused on delivering tools, process, technical support, and information for high velocity design cycles.

   - Our strategy is to provide a competitive infrastructure that enables the design community to maximize development velocity and minimize development stalls.

3. We are an integral part of the future direction of Tektronix, focused on managing our advanced development and strategic technology assets to enable competitive advantage and growth.

   - Our strategy is to ensure that our future resources and technology are linked to business strategy and are available at the right time to meet future customer and product needs.

Engineering Infrastructure

Central Engineering Services

Design Services

High Frequency Mixed Mode
Usability Engineering & Industrial Design
High Speed Digital
Product Compliance
Product Reliability
Mechanical Design & Model Shop
Software Design
PCB Design

Engineering Infrastructure

Engineering Information Management
Engineering Recognition
Component Engineering
Technical Computing
New Product Process
Engineering Tools
Quality Systems Management
Library
Technical Communications
Team India

Advanced Development

Design Tools for New IC Processes
Advanced IC Process
Foundry Relations
Distributed Advanced Development: