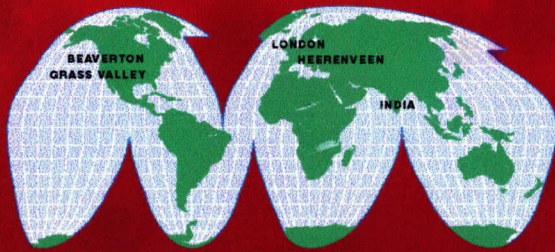


# VND Worldwide Manufacturing and Customer Service Materials



## MISSION, STRATEGY, AND CORE COMPETENCIES

**Tektronix**

## MANUFACTURING

### MISSION

To develop and implement a worldwide manufacturing engine that delivers competitive advantage for our business and customers.

Our objective is to meet customer's expectations by maximizing their value and minimizing their risk.

### STRATEGY

Leverage core competencies to meet worldwide customer expectations, provide competitive advantage and meet Tektronix financial expectations.

- Maximize future competitive advantage through concurrent engineering
- Leverage a worldwide blend of manufacturing resources to deliver competitive advantage
  - Partner with best in class suppliers for industry standard systems and modules
  - Internally manufacture that which leverages our core competencies
  - Partner with outsource manufactures to leverage their complimentary core competencies
  - Leverage regional configuration sites to provide customer responsiveness or local value added

## SERVICE MATERIALS

### MISSION

To provide high quality, cost effective service replacement parts to customers and business partners worldwide.

Our objective is to bring our customers closer to the production operation.

### STRATEGY

#### INVENTORY MANAGEMENT & DISTRIBUTION

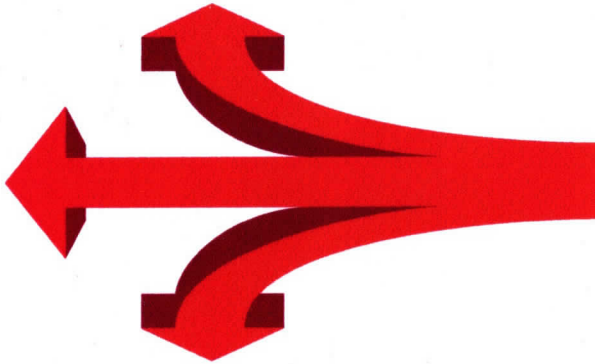
- Centralized inventory management to support regional and local forward stocking locations
- Short exchange in inventory cycle
- Direct ship to customers in the US—emergency direct ship to international

#### MATERIAL SYSTEMS & REPAIR

- Centralized component level repair
- Outsource repair activity where competitive or cost advantage exists
- Distributed regional depot system level repair



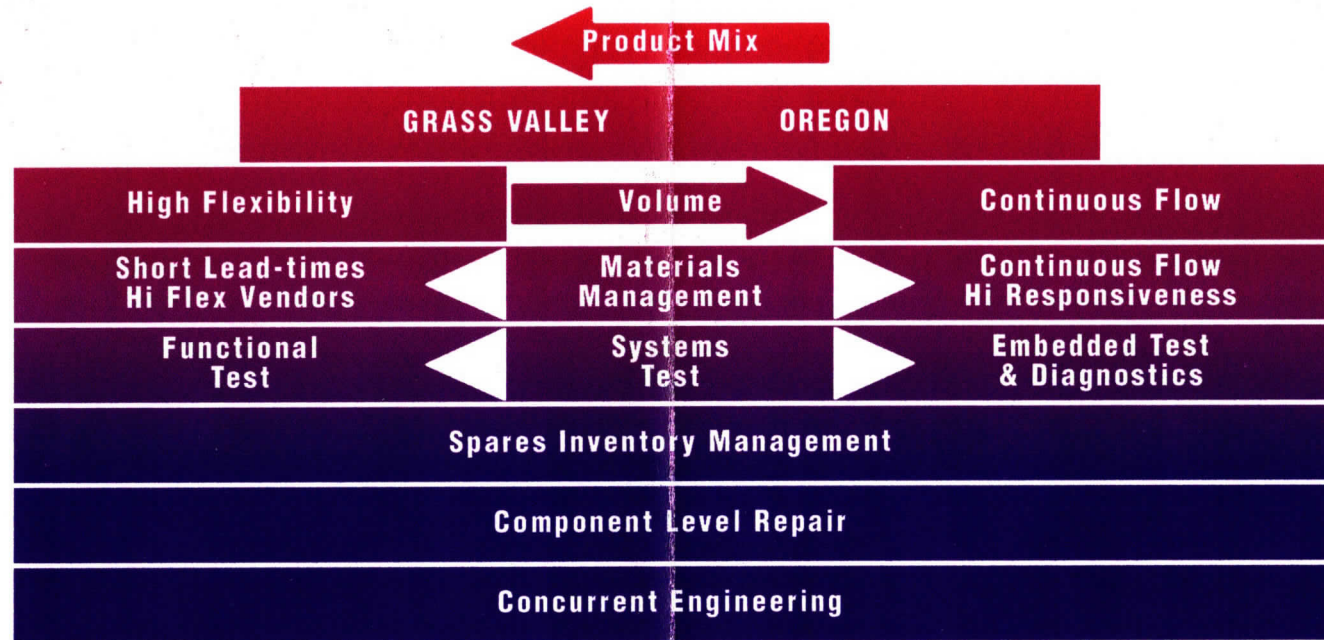
## KEY DRIVING FORCES



- Video industry at inflection points
  - Analog to Digital
  - Tape to Disk Storage
  - High Definition TV
- Customer demand for systems solutions
- Rapidly fluctuating product volume and mixes
- Constant cost competitiveness
- Products and systems designed/ developed in multiple locations
- Increasing use of common industry standards and platforms
- Continual migration of functionality from HW to SW
- Rapid integration of new technologies
- Increased use of indirect and alternate channels

## VND MANUFACTURING AND CUSTOMER SERVICE MATERIALS

### CORE COMPETENCIES



### OPERATING PRINCIPLES

- |  |  |
|--|--|
| <ul style="list-style-type: none"> <li>■ Embrace concurrent engineering</li> <li>■ Focus on simplicity</li> <li>■ Drive continuous improvement</li> <li>■ Only add cost that customers value and are willing to pay for</li> </ul> | <ul style="list-style-type: none"> <li>■ NPI co-located with development</li> <li>■ Single face to customer</li> <li>■ Create a healthy and satisfying team oriented work environment</li> <li>■ Encourage personal development</li> </ul> |
|--|--|

### QUALITY POLICY

For every product and service we offer to our customers, we will understand the business and product requirements that meet the customers needs and we will conform to those requirements.

**ISO 9000 QUALITY SYSTEM**