





## Part Three

- Real-world case studies
- Doing business on the Web
- Preparing for XML



# What's Being Done with XML



# Hitachi Semiconductor

- Semiconductor industry
- Product data sheets
- Automating transformations
- Web-based searching

Chapter

# 14

Distributing the right document to the right customer at the right time presents a formidable challenge for a semiconductor manufacturer. This chapter is sponsored by Adobe Systems Incorporated, <http://www.adobe.com>, and was prepared by Lani Hajagos.

**H**itachi Semiconductor (America), Inc. maintains nearly 1,000 data sheets comprising a total of 70,000 pages, and each must be made available to prospective customers, primarily design engineers, on the Web, CD-ROM, and on paper. The publishing function is mission-critical because the data sheets provide the chips' performance characteristics and interface specifications. Without them, Hitachi Semiconductor's customers cannot use the chip in their designs. Therefore, the chip cannot be released to market without the data sheet.

## 14.1 | Introduction

The company urgently needed a way to simplify version control and publish on all media from a single, manageable source file. "In the fast-paced semiconductor industry, we revise our documents an average of four times a year, so version control is challenging enough with 970 publications," says Bob Tabone, program manager for marketing communications. "With 970 times three revisions, Web, CD-ROM, and paper is a real headache."

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