

Serus' LION Inventory Optimization Suite Deployed by SMART Modular Technologies

Rapid Implementation of LION, a SaaS Solution, Delivers Exceptional Results for Operational Excellence

SUNNYVALE, CALIF.—January 13, 2010—Serus® Corporation, a global pioneer in providing intelligent outsourced manufacturing solutions -- today announced that SMART Modular Technologies (WWH), Inc., a leading independent manufacturer of memory modules and solid-state storage products, including solid-state drives (SSDs), has successfully deployed the LION (Lean Inventory Optimization Network) solution to efficiently manage their operations supporting multiple contract manufacturing customers.

LION helps customers achieve the benefits of lean manufacturing methodologies, including improved demand and supply chain visibility, optimized inventory levels, and improved product delivery times. LION contains embedded, proprietary, industry-leading lean business rules and algorithms developed by Serus' partner, FlowVision LLC, a leading consultant on lean and flow manufacturing. LION is offered as a web based SaaS solution with a complete portfolio of Managed Services.

SMART has taken advantage of the LION web based Decision Center dashboard and alert mechanism to optimally size inventory and to help ensure compliance with its supply commitments. LION provides collaboration both internally with remote operations as well as with business partners. The integrated B2B Hub aggregates forecast and shipment information across customers and provides complete visibility into required inventory levels. The Lean Planning module provides users a complete view of inventory levels and the ability to conduct "what-if" scenarios, while the Lean Triggering module initiates procurement triggers needed to support changing requirements.

"Global supply chain operations are key to our business, so it's imperative that we have real-time data that helps aid in the process of making critical decisions. That's where LION comes in. Ultimately, these decisions benefit our customers," said Alan Marten, Senior Vice President & General Manager, Memory Business Unit. "Our deployment of the Serus' LION suite not only enhances what we believe is a state-of-the-art IT infrastructure to better serve our customers, but it also helps us maintain our overall operational excellence."

"Serus is excited to support SMART in its drive to be at the leading edge of operational excellence," said Neil Mitchell, General Manager and Vice President of Serus' Manufacturing Solutions Business Unit. He added, "We are pleased LION is a key factor to that outcome."

About Serus Corporation

Serus Corporation is a global pioneer of technology and managed services for companies with distributed or outsourced manufacturing operations. Founded in 2001, Serus draws upon deep industry experience and knowledge to increase inter-company velocity and empower efficient decision-making across a global network of partners and customers. Based in Sunnyvale, Calif. with a worldwide development team, Serus customers include companies such as AMD®, Cisco®, Entropic®, Flextronics® and NVIDIA® as well as other leaders in the fabless semiconductor and high-technology manufacturing markets.

Analyst or media inquiries should be directed to:

Neil Mitchell

P: 408 716-6214

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