



Dan Glotter

CEO & FOUNDER, OPTIMALPLUS

OptimalPlus, a global leader in lifecycle analytics for the automotive, semiconductor and electronics industries, started its journey in 2005 as a lifecycle analytics solution provider for the semiconductor industry. Over the last 14 years, the company has built the industry's most comprehensive analytics solution that enables its customers to improve their yield, productivity, quality and reliability while reducing manufacturing costs. At present, OptimalPlus analyses more than 100 billion devices a year.

The solution also connects its customers, such as the leading fabless and IDM semiconductor manufacturers, to their distributed and outsourced manufacturing facilities and gives them unprecedented

visibility into, and control over, their operations.

“Since 2015, we have been expanding our business to new markets, including automotive and electronics, using our unique product-centric analytics approach to solve similar problems in the Smart Manufacturing environments of these other industries,” tells Dan Glotter, CEO & Founder, OptimalPlus.

Today, many companies including Qualcomm, NXP, Nvidia, and other leading brands save millions of dollars a year using OptimalPlus' analytics solution: they streamline operations, identify faulty components before they hit the market and avoid costly and reputation-damaging recalls.

Its Culture

Culture defines a company. If a company's culture is in jeopardy, no matter how it performs, it will be confronted with problems along its way. Organizations of today are well aware of this, and they work on building positive work cultures that can contribute to the overall well-being of its employees. Yet, new recruits of many organizations have concerns over whether these cultures are practiced in the work environment or remain just in the books.

One can understand how much importance a company gives to its values and cultures while communicating with its old employees. If old employees—regardless of their position—derive happiness from the workplace, we can certainly say that the company has

succeeded in creating a positive work environment. And, this company culture plays a vital role in the organization's success.

OptimalPlus, attributes, in part, the success of the company to its company culture which focuses on people. “Employees are our most important asset and we treat them as such. It is important to us that they have room for personal growth and feel the impact they make on the company as a whole. They are not just employees, they are our partners in innovation,” tells Glotter.

OptimalPlus has six core values that are ingrained in its culture: Conviction and Courage, Customer Success, Trust and Respect, Getting it done together, Innovative spirit and Focus. With these values in place today, OptimalPlus has become one of the highly regarded end-to-end advanced analytics solution providers across the entire automotive, semiconductor and electronics industries and their supply chains.

End-to-End Comprehensive Solutions

The company's end-to-end comprehensive lifecycle analytics solution provides a host of benefits to its customers. First, it collects, cleans, and aggregates data from multiple collection points and locations, and transforms them into a clear picture of the manufacturing process. It then analyzes the data using domain-specific analytics paired with machine learning. And finally, it triggers data-driven automated actions in real-time to prevent issues.

“We aggregate data from all of the various manufacturing operations touch points where data is generated. For example, from fabrication plants, assembly processes, test and inspection equipment, and factory floor systems such as MES,” exemplifies Glotter. In addition, the company harmonizes and models the data in a way that enables companies for the paradigm shift from “Machine Analytics” to “Product Analytics”.

Success

When it comes to the success of the company, the team at OptimalPlus deserves high recognition. Under the leadership of Dan Glotter, the team of domain experts at OptimalPlus has given everything into its product and analytics capabilities. Over the years, this expertise coupled with commitment and passion has enabled them to create dozens of mission-ready, out-of-the-box algorithms and applications which solve common industry problems and enable its customers to gain measurable ROI.

There are a series of factors that distinguish OptimalPlus from its peers in the industry, and they are the reason why OptimalPlus is regarded as having the best lifecycle analytics solution for manufacturers in the automotive, semiconductor and electronics industries. For instance, unlike other solution providers, which are limited by the quality and timeliness of the data they receive, OptimalPlus has made it its mission to collect data as close as possible to the source and automate the process of gathering, harmonizing, and aggregating the data quickly. “Also, in many cases, we have software agents running on the manufacturing equipment, enabling real-time

data collection and real-time actions,” adds Glotter.

Secondly, OptimalPlus was the first company to put a focus on Product Analytics, adding significant value to Smart Manufacturing solutions. In addition, while other vendors provide a generic analytics platform that requires significant customization and development to derive value, much of the value OptimalPlus delivers is available out-of-the-box—thanks to the teams that are determined to build comprehensive solutions that solve industry challenges.

Towards a Better Future

Going forward, the company’s next big focus is ensuring reliability in the automotive industry. OptimalPlus is expanding its offerings that will help the automotive manufacturers to encompass the entire vehicle—from the mechanical elements such as welding to the smallest electronics component sourced from a vendor.

“Ensuring reliability of components has always been a challenge for the automotive industry, and the increase in electronic components in vehicles has made the challenge even greater,” affirms Glotter. He further adds, “OptimalPlus will be providing a complete analysis of the entire car, not just the electronic components, but the mechanical ones as well, all in the name of increasing holistic reliability, to help potentially avoid costly recalls, safety hazards and damage to the automaker’s brand.”

With a strong team that holds values in high regard, the future looks bright for OptimalPlus.



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