



# FHI – D&E Event 2023

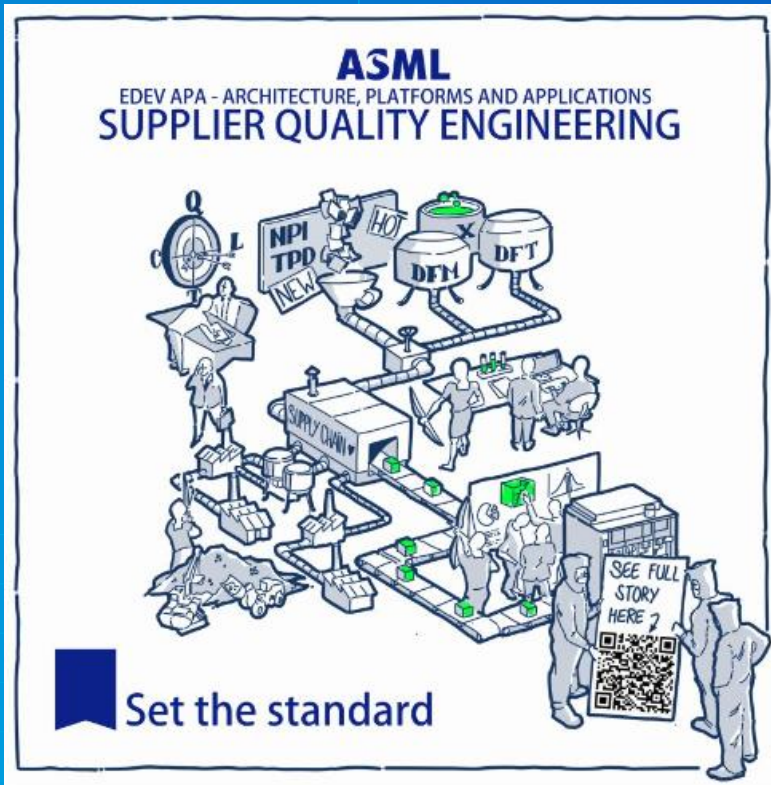
## Early involvement 2.0 – Right First time

Ruud van Beek  
ASML

Dick van Hees  
MRMc

19 April 2023  
1931 Congrescentrum 's-Hertogenbosch  
CREATION DATE: 2023-02-17

VERSION 1.0



# Agenda

- **Introducing the world of ASML**
- Challenges
- Where do we stand now on Right First time?
  - Design
  - Manufacturing
- Early Involvement 2.0 – The next step



**D&E  
EVENT**



Hardware



Software



Test & Measurement



Engineering



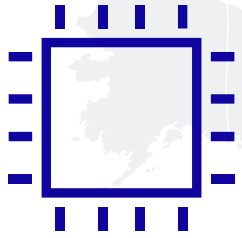
Research & Development

**Het ontwerpen van  
innovatieve elektronica**

Woensdag 19 april 2023  
1931 Congrescentrum 's-Hertogenbosch

# Chips are everywhere

# The world is changing faster than ever before



## Connected world

---

- Smarter cities, factories, homes, cars
- Connecting billions of 'things'
- Unprecedented data volumes
- Privacy in a connected world
- Cybersecurity
- ...



## Climate change and resource scarcity

---

- Rising energy use
- Exploding energy costs
- Accelerating climate change
- More waste and pollution
- Fragile food chains
- Material shortages
- ...

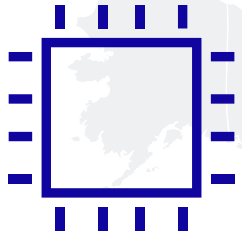


## Social and economic shifts

---

- Rising population
- Higher medical costs
- Faster urbanization
- Need for tech talent
- Deglobalization
- Technological sovereignty
- ...

# And this industry can help unlock the potential

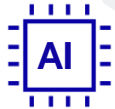


## Connected world

---



Cloud infrastructure



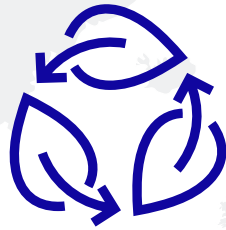
Artificial intelligence



Hyperconnectivity

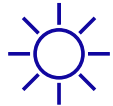


Edge computing



## Climate change and resource scarcity

---



Energy transition



Electrification, smart mobility



Agricultural innovation



Smarter use of limited resources



## Social and economic shifts

---



Working, learning remotely



Healthcare, medical tech



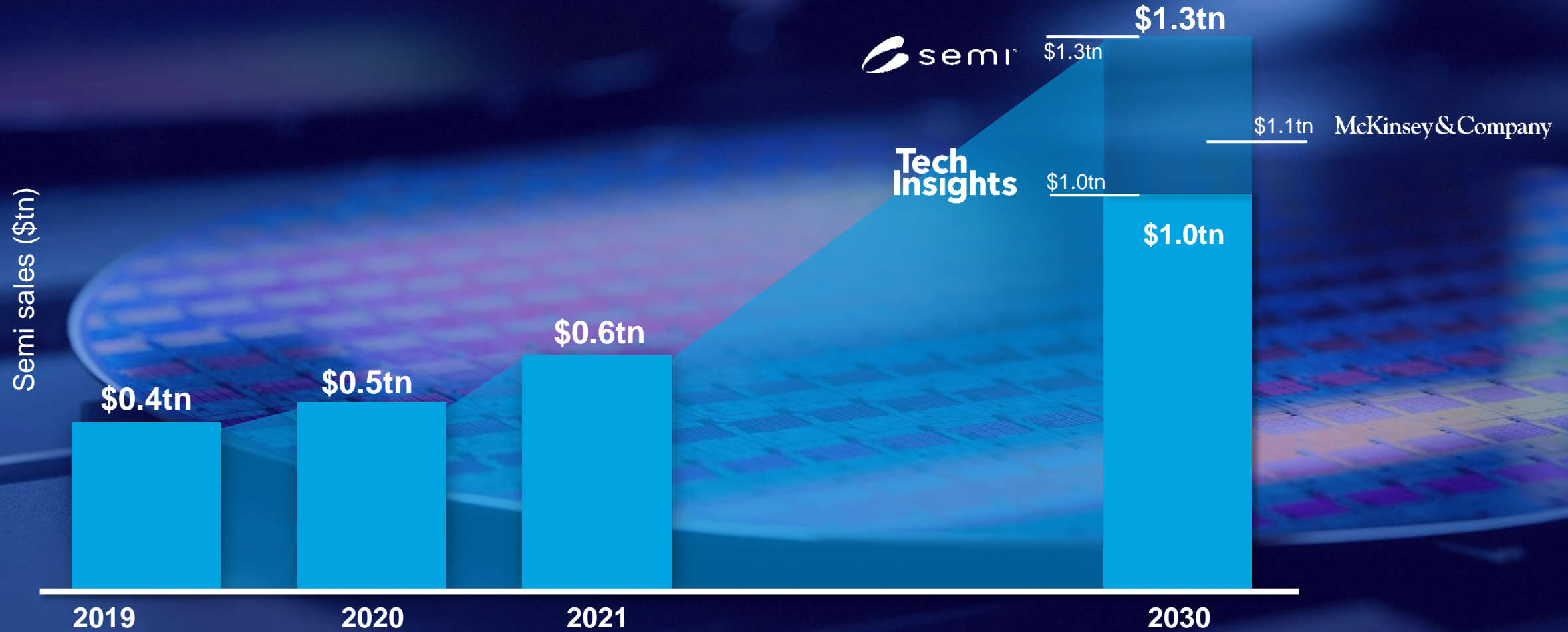
Technological sovereignty



Automation

# And the semiconductor market is expected to double in 10 years

Analysts' views on 2030 market are ranging from \$1.0tn to \$1.3tn



Sources: TechInsights, McKinsey, SEMI.org

# Introducing ASML

# Our story begins in the Philips lab in 1984

Humble beginnings make for a strong can-do culture



Started as a  
joint venture  
by Philips and  
ASMI

Just 31  
employees  
with a can-do  
attitude

It took a  
decade of  
perseverance  
to break into  
the market



# Innovation and perseverance have brought us here



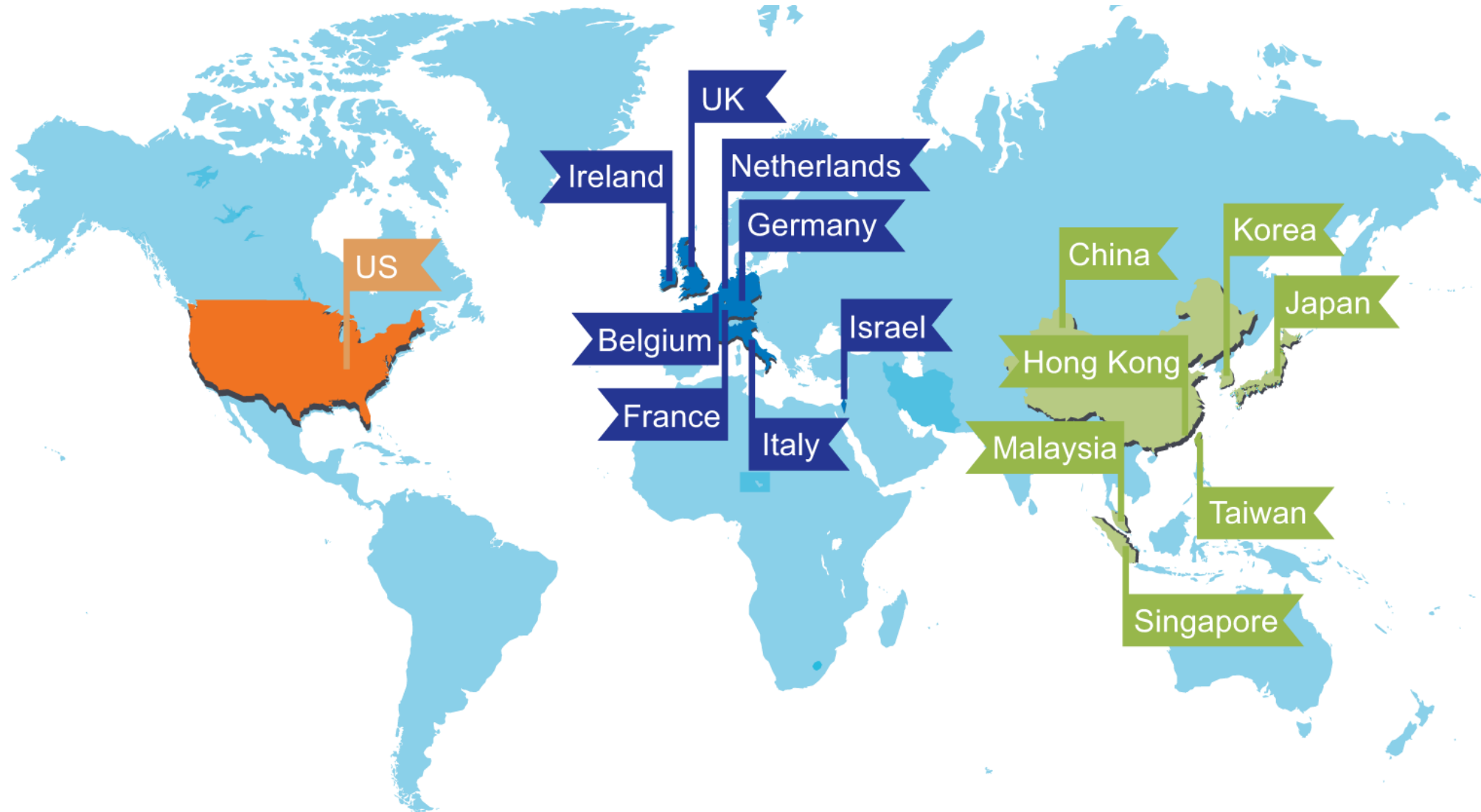
All major chipmakers use ASML's technology

Europe's biggest tech company by market cap

Annual R&D budget of >€3bn

# A global presence with >40,000 employees (Q4 2022)

Offices in over 60 cities in 16 locations worldwide



# In the world of EUV, everything is bigger

Transportation takes 40 containers, 20 trucks and 3 fully loaded 747s

NXE has over 100,000 individual parts, 3,000 cables, 40,000 bolts and 2 km of hosing...

20 years of sustained R&D

Transportation takes 40 containers, 20 trucks and 3 fully loaded 747s

It has about 1,500 sensors to capture imaging data

Weighs in at 180,000 kilograms

(That's 140 Mini Coopers!)



It generates about 4.5 TB of data per day



# How do we do it

# R&D is our life blood: this is how we push technology further

Our R&D investments amount to >€3 billion per year



**1980s:**

PAS 2000/5000



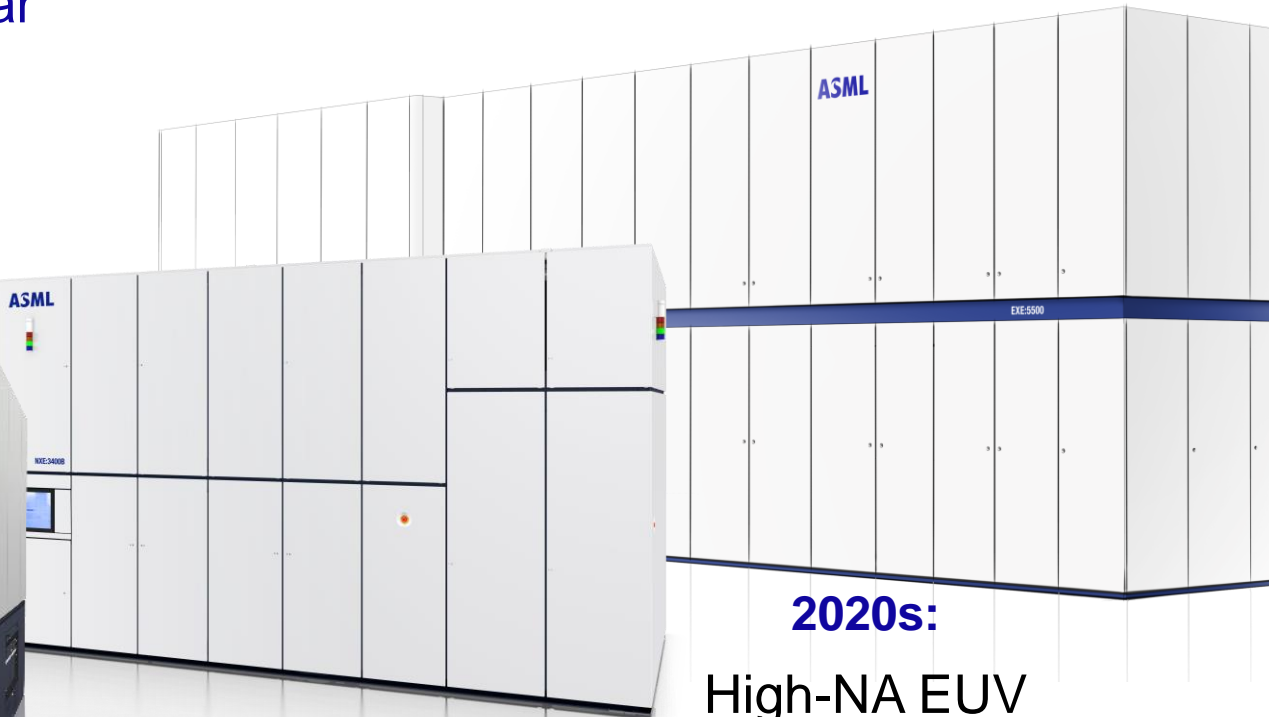
**1990s:**

PAS 5500



**2000s:**

TWINSCAN



**2010s:**

EUV

**2020s:**

High-NA EUV

# Open Innovation from design to manufacturing – Our ecosystem

## Customers

- Commit early to innovation path
- Test, qualify, scale lithography
- Drive ecosystem for innovation

## Peers

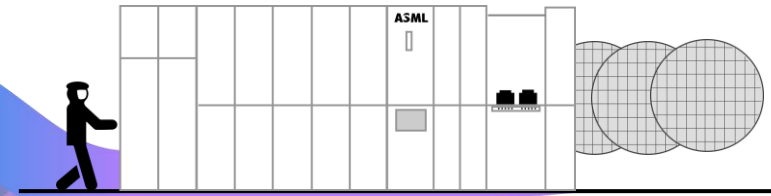
- Deliver critical infrastructure
- Innovate manufacturing process steps

## Academic partners

- Long-term academic tracks yield advances across fields (physics, chemistry, material sciences, etc)

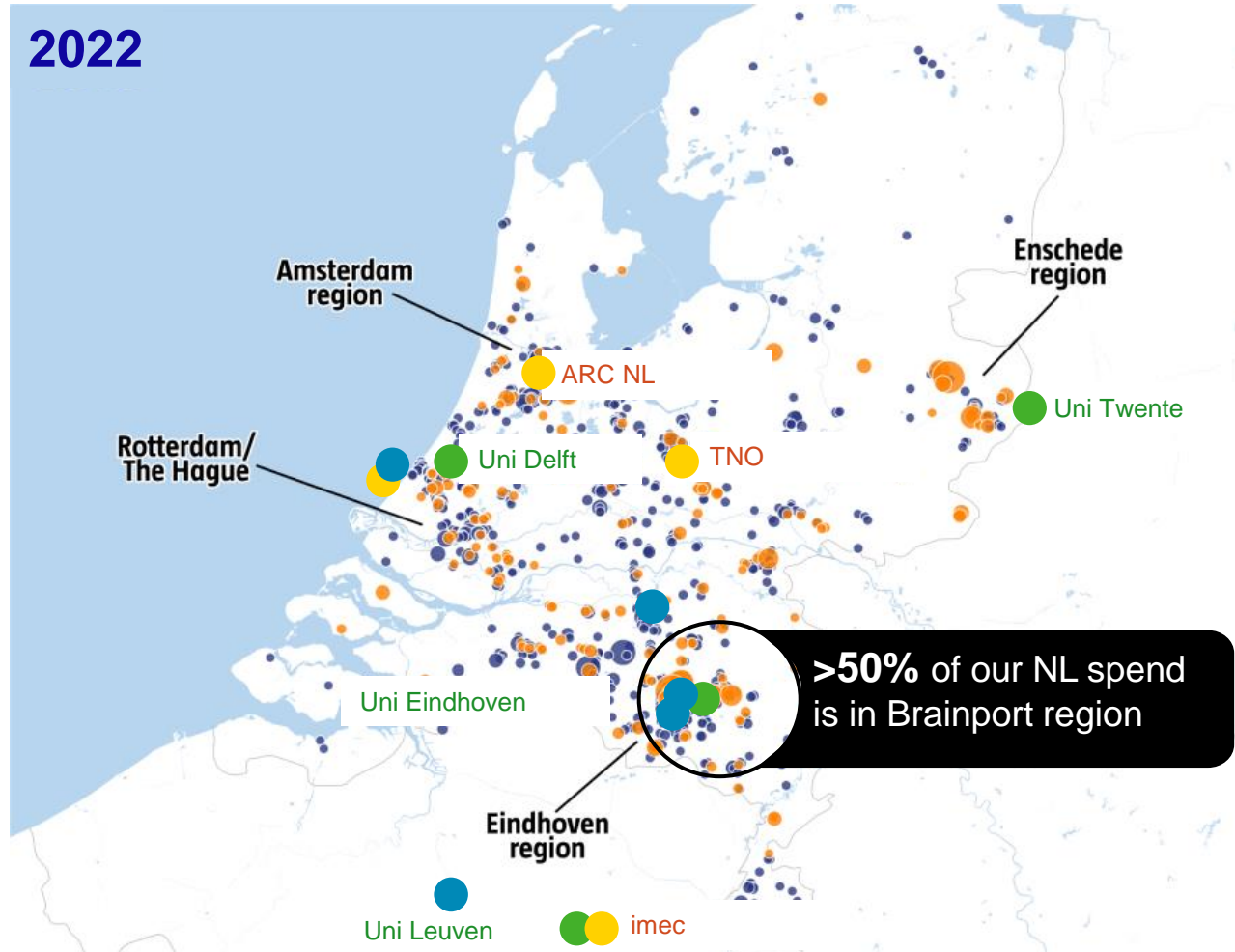
## Suppliers

- Drive innovation and cost roadmap
- Share risk and reward



**ASML**

# Example: our supply chain ecosystem in The Netherlands



● ● Suppliers

We see ourselves as **architects and integrators:**

Some **85%** of the bill of materials of our machines is **manufactured by suppliers**

● Universities

● Research institutes

● Government

# Agenda

- Introducing the world of ASML
- **Challenges**
- Where do we stand now on Right First time?
  - Design
  - Manufacturing
- Early Involvement 2.0 – The next step



**D&E  
EVENT**



Hardware



Software



Test & Measurement



Engineering



Research & Development

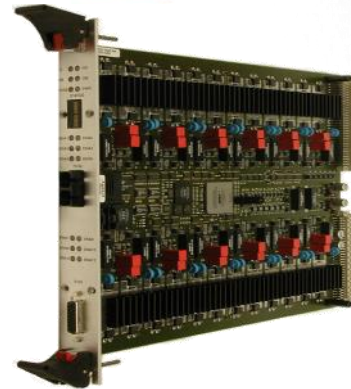
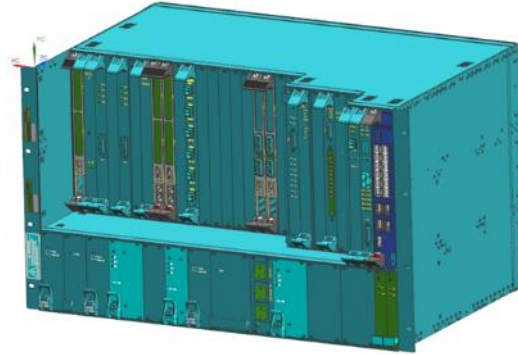
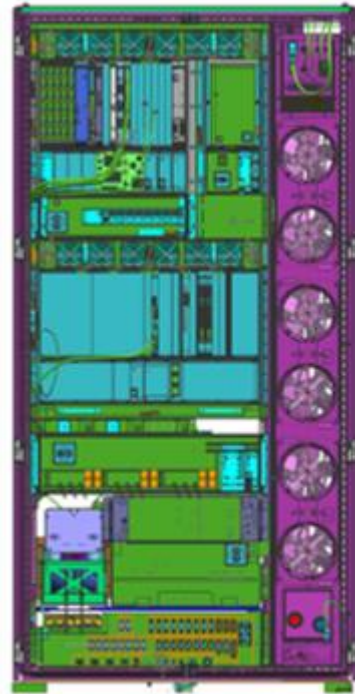
**Het ontwerpen van  
innovatieve elektronica**

Woensdag 19 april 2023  
1931 Congrescentrum 's-Hertogenbosch



# Challenges

- Low volume – High mix industry
- Increasing complexity
- Increasing amount of Parts
- Increasing costs
- Concurrent engineering
- Continuous improvements
- Increasing Lead times
- Scarcity of components
- Need to Doubling our output



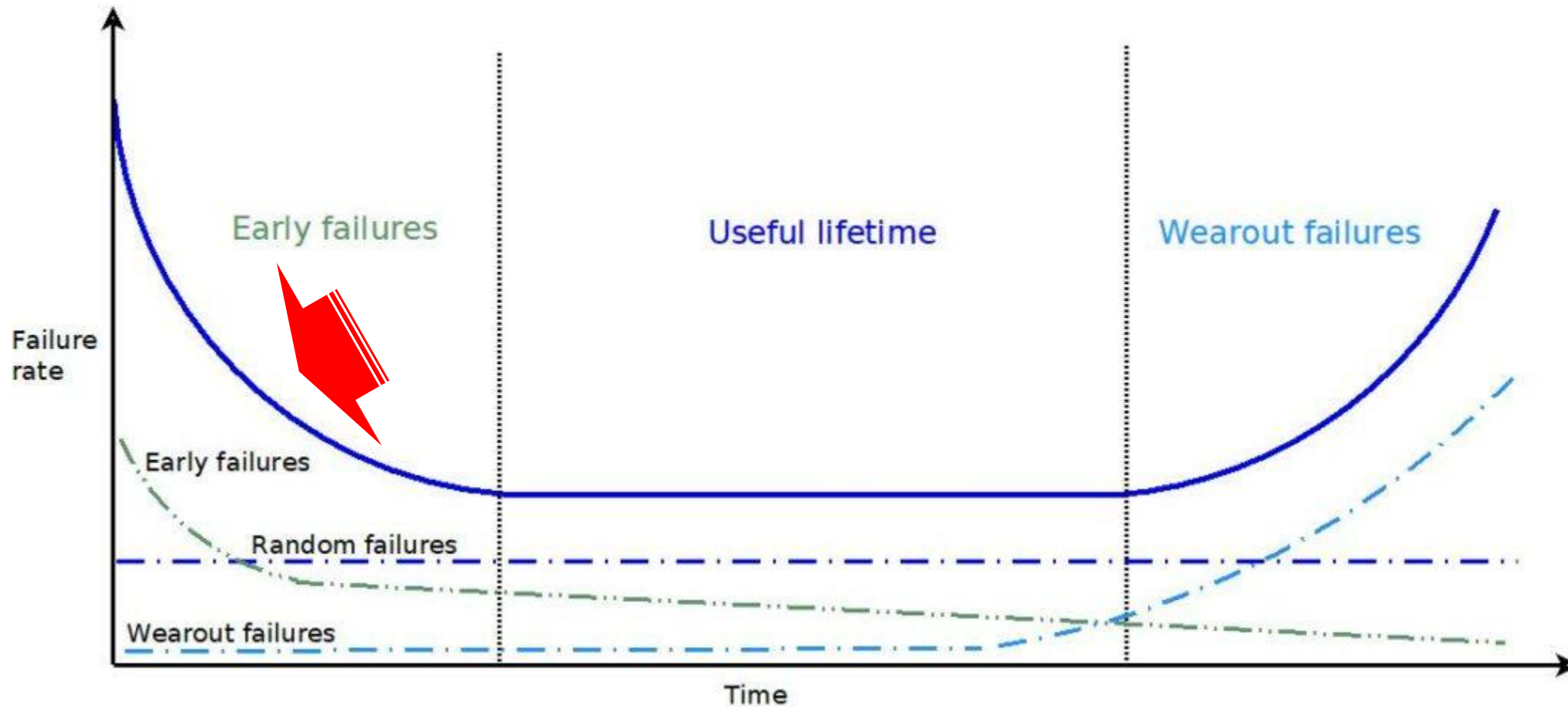
To deliver **Plug & Play** Electronics rather than **Plug & Pray** (zero disturbances in factory and field)

Right First time at **Design** and **Manufacturing**

To shorten **Time 2 Market** with a mature product

# The Bathtub curve

The first part of the curve describes **early failures**. At this stage a high number of failures is seen due to errors in design or manufacturing

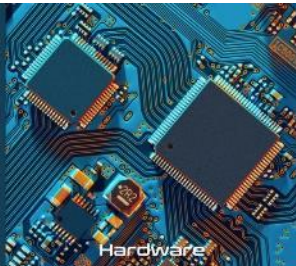


# Agenda

- Introducing the world of ASML
- Challenges
- **Where do we stand now on Right First time?**
  - **Design**
  - **Manufacturing**
- Early Involvement 2.0 – The next step



**D&E  
EVENT**



Hardware



Software



Test & Measurement



Engineering



Research & Development

**Het ontwerpen van  
innovatieve elektronica**

Woensdag 19 april 2023  
1931 Congrescentrum 's-Hertogenbosch

# How to deliver Right first time

## Upstream Quality



### Design

- **By Early Supplier Involvement**
  - Supply Chain Requirement Specification
  - Architectural Design Review / Preliminary DR / Critical DR
  - Design for Manufacturability / Testability / Cost
  - Technical Product Documentation (TPD) Review
  - Proto Review
- **By Closing the Feedback Loop from**
  - Factory
  - Field
  - Suppliers



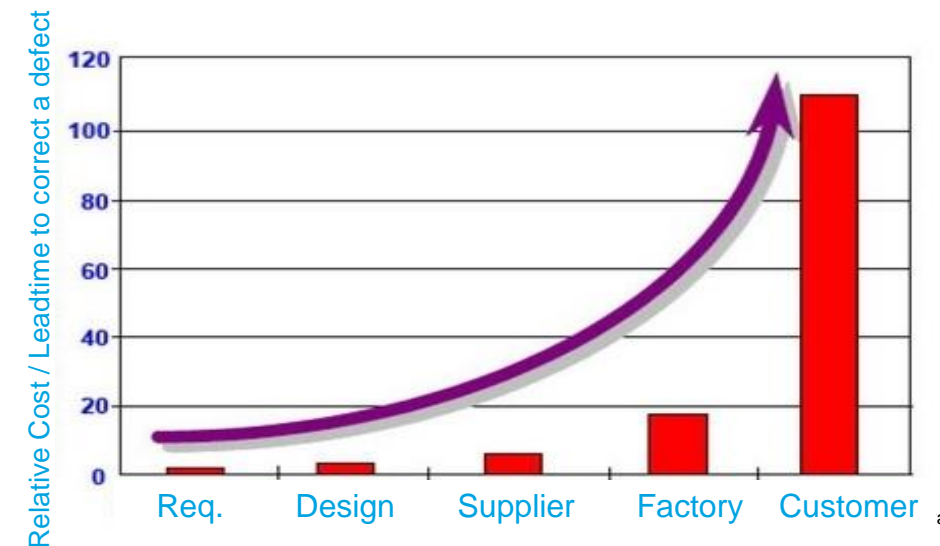
ASML

### Manufacturing

- High Level Qualified Buys
- Introduction of test platforms
- Standardized NPI processes

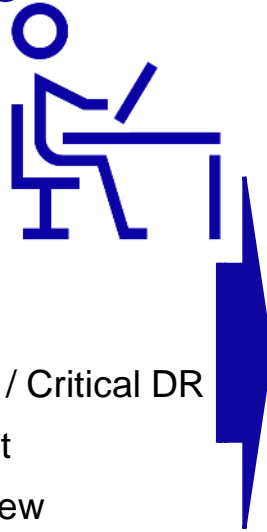


**Q**uality  
**L**ogistics  
**T**echnology  
**C**osts  
**S**ustainability



# How to deliver Right first time Upstream Quality

## Design



- **By Early Supplier Involvement**

- Supply Chain Requirement Specification
- Architectural Design Review / Preliminary DR / Critical DR
- Design for Manufacturability / Testability / Cost
- Technical Product Documentation (TPD) Review
- Proto Review

- **By Closing the Feedback Loop from**

- Factory
- Field
- Suppliers

- Lessons Learned to be incorporated in the Design Guidelines

- **Examples**

- BIST is required
- SW for complete I/O accessibility; not application specific
- Specify tightening torque levels
- Prevent stiff labels on fibers causing sharp bends



Seek

Capture

Act upon

# How to deliver Right first time Upstream Quality

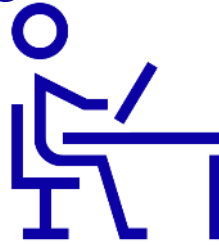
## Design

### • By Early Supplier Involvement

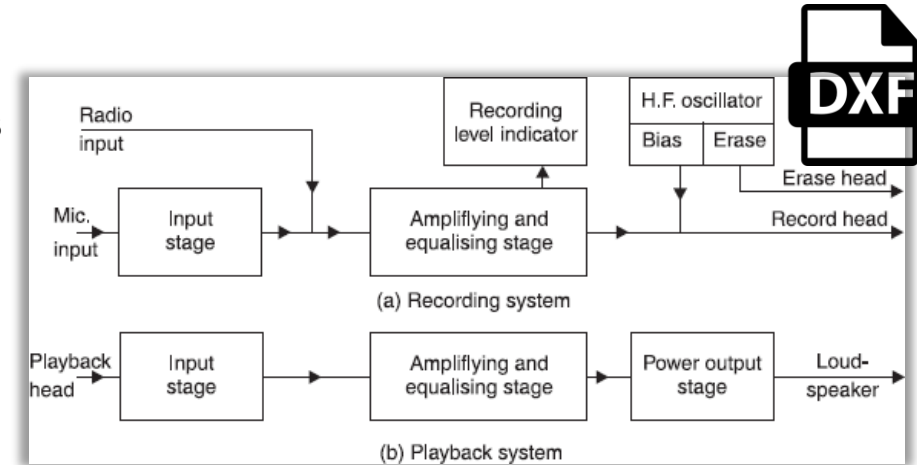
- Supply Chain Requirement Specification
- Architectural Design Review / Preliminary DR / Critical DR
- Design for Manufacturability / Testability / Assembly / Cost
- Technical Product Documentation (TPD) Review
- Proto Review

### • By Closing the Feedback Loop from

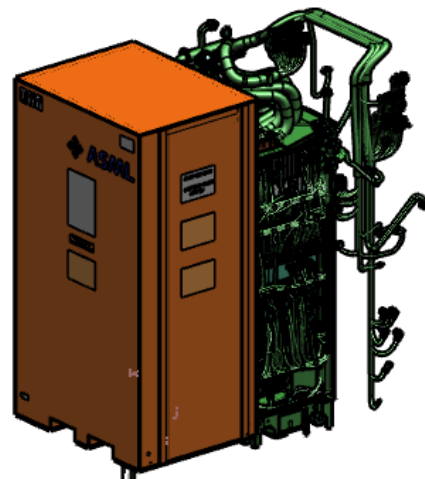
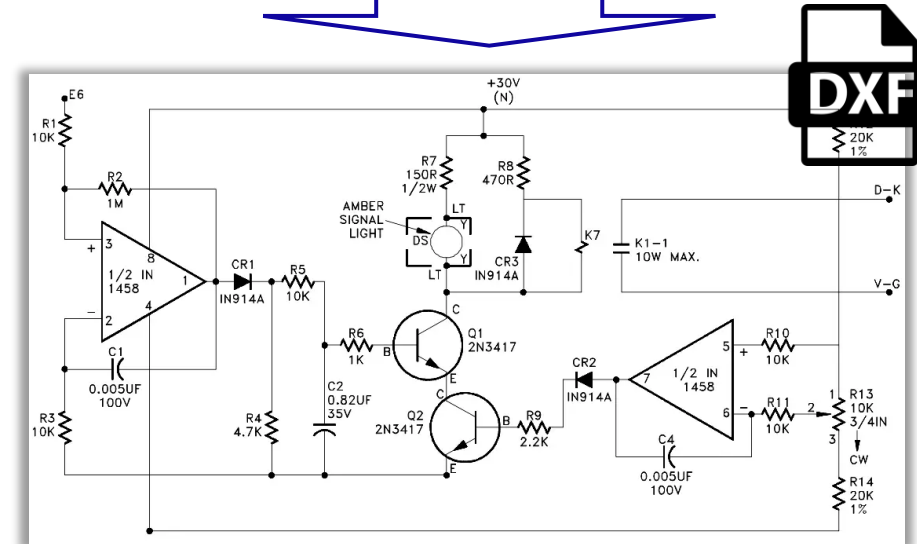
- Factory
- Field
- Suppliers



### • Block diagrams



### • Schematics



# How to deliver Right first time

## Upstream Quality

### Design

- **By Early Supplier Involvement**

- Supply Chain Requirement Specification
- Architectural Design Review / Preliminary DR / Critical DR
- Design for Manufacturability / Testability / Cost
- **Technical Product Documentation (TPD) Review**
- Proto Review

- **By Closing the Feedback Loop from**

- Factory
- Field
- Suppliers



### Theoretical approach

- Manufacturable
- Testable
- Unambiguous information
- Missing information
- Incorrect information



TPD Accepted By Supplier



# How to deliver Right first time

## Upstream Quality

### Design

- **By Early Supplier Involvement**

- Supply Chain Requirement Specification
- Architectural Design Review / Preliminary DR / Critical DR
- Design for Manufacturability / Testability / Cost
- Technical Product Documentation (TPD) Review
- **Proto Review**

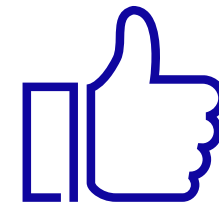
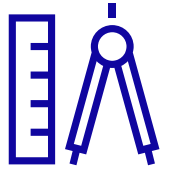
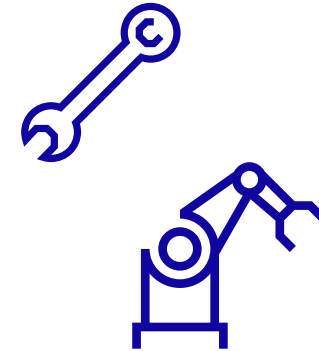
- **By Closing the Feedback Loop from**

- Factory
- Field
- Suppliers



### Practical approach

- Length of cable
- Bending radius of cable
- Sharp edges
- Accessibility
- Cost efficient assembly

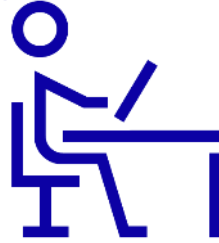




# How to deliver Right first time

## Upstream Quality

### Design



- **By Early Supplier Involvement**

- Supply Chain Requirement Specification
- Architectural Design Review / Preliminary DR / Critical DR
- Design for Manufacturability / Testability / Cost
- Technical Product Documentation Review
- Proto Review

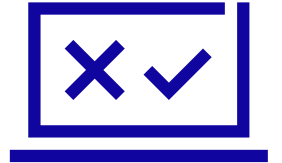
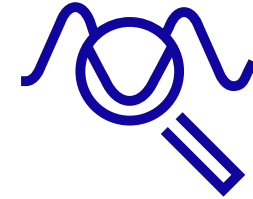
- **By Closing the Feedback Loop from**

- **Factory**
- **Field**
- **Suppliers**



### Input:

- Disturbance Notifications
- Material Notifications
- Deviation Notifications



### Output:

- Design guidelines
- Lessons Learned

### Examples:

- Scratches on Metal sheet → surface treatment brush finishing
- Machine limitations → Dimensions, size of large flex pcb
- DAO DOI → Packaging

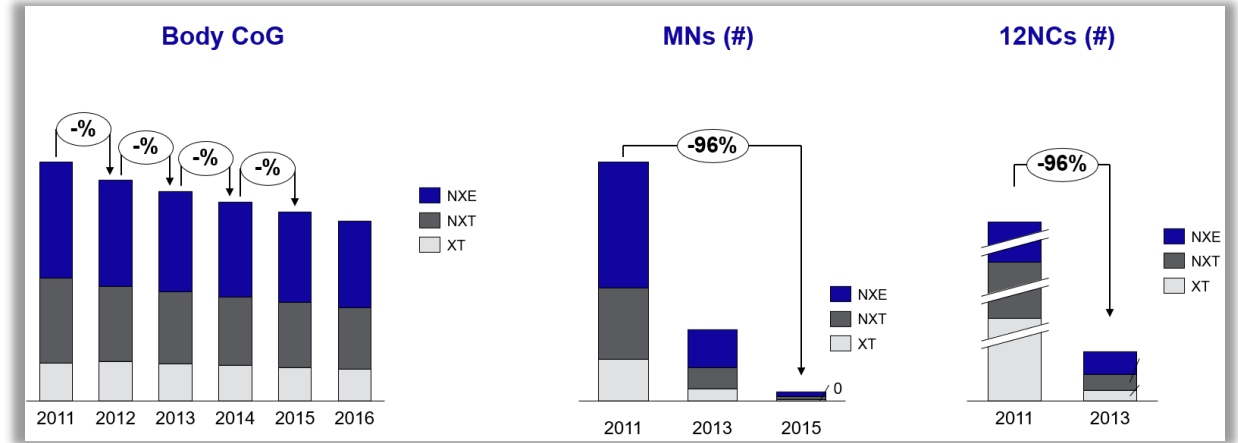
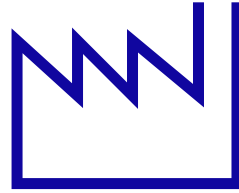


# How to deliver Right first time

## Upstream Quality

### Manufacturing

- High Level Qualified Buys
- Introduction of test platforms
- Standardized NPI processes

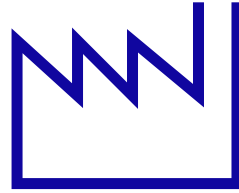


# How to deliver Right first time

## Upstream Quality

### Manufacturing

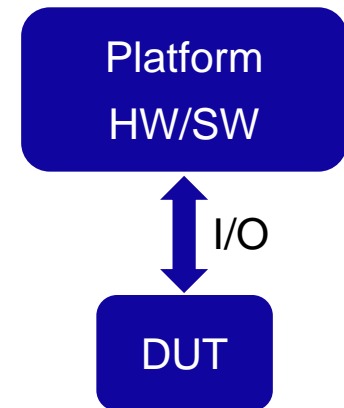
- High Level Qualified Buys
- **Introduction of test platforms**
- Standardized NPI processes



- Production verification i.s.o. Functional verification
- Generic approach → Maximize reuse
- Minimize cost/effort → Once platform is realized
- Reduce time2market → Qualified at first build

### Platforms for

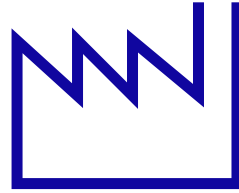
- Interconnect (Connectivity)
- Robustness (Safety)
- PLC
- Mains
- Current
- Signals
- Optical



# How to deliver Right first time

## Upstream Quality

### Manufacturing



- High Level Qualified Buys
- Introduction of test platforms
- **Standardized NPI processes**

### Creating standard production corridors

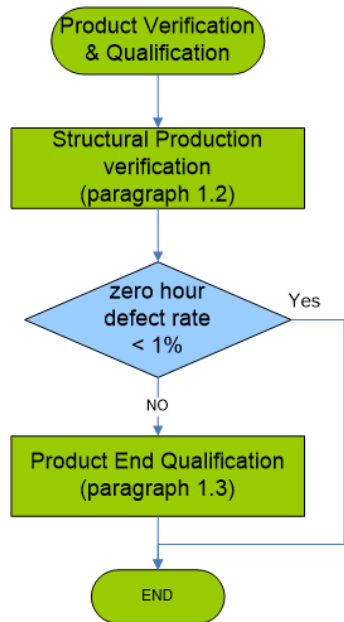
- Aligning Supplier NPI process with ASML PGP process
- Setting up production process flow

### Risk identification based on

- Production process flow – pFMEA
- Production process capabilities
- Test specification from design perspective

### Risk mitigation

- Setting up Structural production verification
  - Failure rate Value Stream Mapping, SPC



# Agenda

- Introducing the world of ASML
- Challenges
- Where do we stand now on Right First time?
  - Design
  - Manufacturing
- **Early Involvement 2.0 – The next step**



**D&E  
EVENT**



Hardware



Software



Test & Measurement



Engineering



Research & Development

**Het ontwerpen van  
innovatieve elektronica**

Woensdag 19 april 2023  
1931 Congrescentrum 's-Hertogenbosch



# Early Involvement 2.0

# Agenda

- Early Involvement Today
- Early Involvement 2.0
  - Part Quality Specification
  - Part Quality Assurance
- MRMc Services

**D&E**  
EVENT



Het ontwerpen van  
innovatieve elektronica

Woensdag 19 april 2023  
1931 Congrescentrum 's-Hertogenbosch

The background features several thick, glossy blue ribbons that curve and flow across the frame. Below these ribbons, a light blue background is covered with a pattern of small, semi-transparent dots that fade out towards the right side.

# Early Involvement Today





# Situation Today

## Early Involvement

- Communication designer ↔ Manufacturer
- Documented process
- Much higher success rate of Right First Time
- Lower Cost
- Lesser Redesigns
- ....

## Early Involvement

- Not equal partners: manufacturing issues not resolved
- Involvement manufacturer too late
- Qualitative process (Is it reaching the Part Quality specification)
- ....

The background features several thick, glossy blue ribbons that curve and flow across the frame. Below these ribbons, a light blue dotted pattern is visible, consisting of small, evenly spaced circles that fade out towards the right side of the image. The overall aesthetic is clean, modern, and professional.

# Early Involvement 2.0

# Early Involvement 2.0



**Qualitative Process**



**Quantitative Process**

# Quantitative Process



## Part Quality Manufacturing Specification

- What is the required quality to secure
  - Building the machine
  - Customer use

## Part Quality Assurance

- What is the expected manufacturing quality



The background features several vibrant blue, glossy, flowing ribbons that curve across the frame. Below these ribbons, a white surface is covered with a pattern of small, light blue dots that fade out towards the right side.

# Part Quality Manufacturing Specification

# Part Quality Manufacturing Specification



## Quantitative Process

- Agree on Part Quality contribution from Parts/manufacturing process
  - How many parts are allowed to fail due to parts/manufacturing (...DPMO)

**Manufacturing Part Quality = 100 DPMO max**



Manufacturing caused failures  
(Infant mortality) are the  
largest failure contributors in  
machine build/use.

The background features several vibrant blue, glossy, flowing ribbons that curve across the frame. Below these ribbons, a light blue dotted pattern transitions into a white background on the right side.

# Part Quality Assurance



# Part Quality Manufacturing Assurance



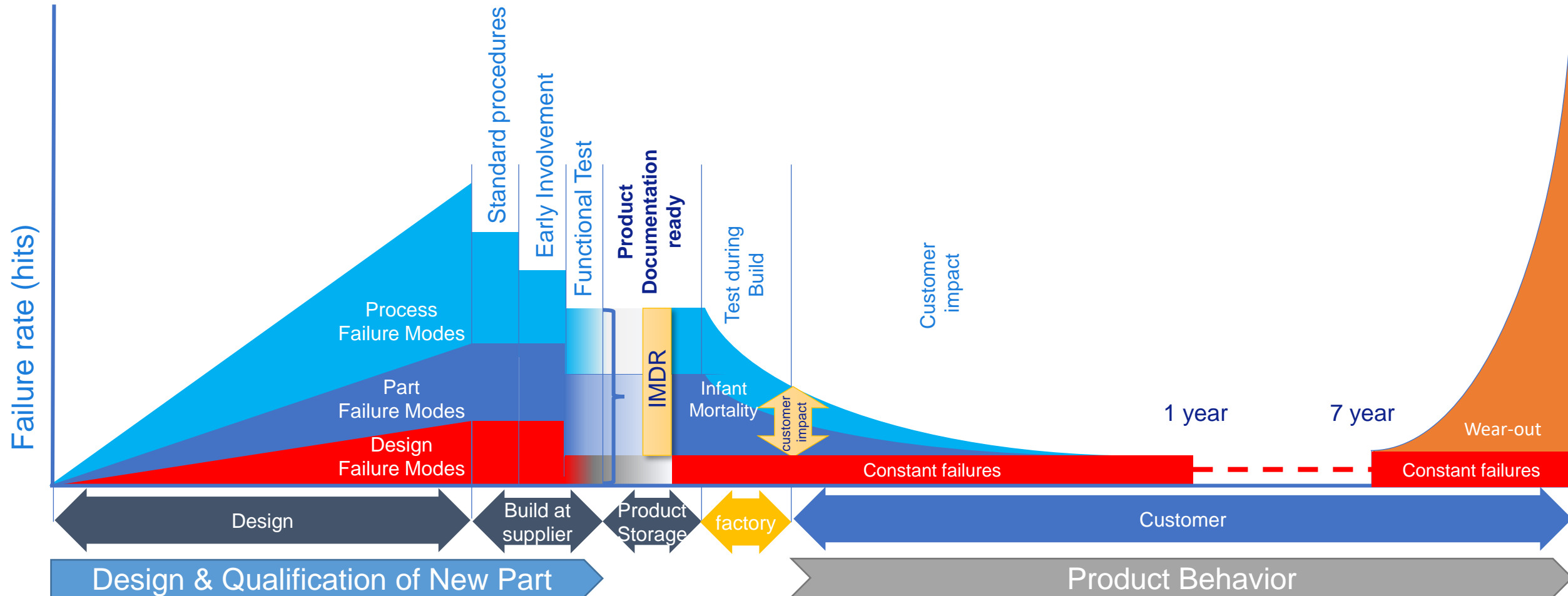
## Predict Contribution Parts/manufacturing process

- Expectation how many parts are going to fail due to parts/manufacturing (...DPMO)

# Failure Modes(Machine builder)



Design → Manufacture → Use



# Predict Product Quality Principles



- 1: Product consist only parts and processes used to manufacturer
- 2: Every used process is coupled to a part in the BoM



- 3: Risk contribution based on manufacturer capabilities/Industrial Standards
  - Part Contribution
  - Process Contribution

# Quality data

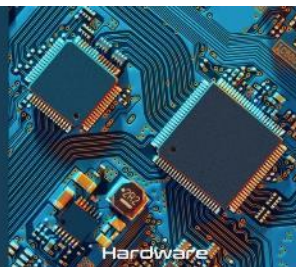


# Part Quality Manufacturing



Machine 10000 cables (average 20 contacts/cable)

Number of crimps	Wurth		Number of defective cables
Beurs	Incorrect	DPMO	
15	6	400000	8000/machine
Automated			
100000	1	10	2/machine



Het ontwerpen van  
innovatieve elektronica

Woensdag 19 april 2023  
1931 Congrescentrum 's-Hertogenbosch

The background features several thick, glossy blue ribbons that curve and flow across the frame. Below these ribbons, a pattern of small, light blue dots is arranged in a grid that recedes into the distance, creating a sense of depth. The overall color palette is various shades of blue, from deep cerulean to light sky blue.

MRMconsultancy



Build more products with the  
same people, in the same place  
with the same infrastructure

tel: 0611314767

web: [www.mrmc.nl](http://www.mrmc.nl)

email: dick.van.hees@mrmc.nl

# MRM Consultancy



- Determine required Product Manufacturing Quality
- Predict Manufacturing caused defect rate
- Mitigate Identified manufacturing Risks
- Component Selection/Management

tel: 0611314767

web: [www.mrmc.nl](http://www.mrmc.nl)

email: dick.van.hees@mrmc.nl



The background features several thick, glossy blue ribbons that curve and flow across the frame. Below these ribbons, a light blue dotted pattern is visible, consisting of small, evenly spaced circles that fade out towards the right. The overall aesthetic is clean, modern, and digital.

End

# Thanks

