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# Advanced Micro Devices (AMD)

**Adobe Acrobat and Coptech SmartPDF™ technology keep critical product data moving to AMD partners worldwide, speeding product development and minimizing design errors**

## ABOUT THE CUSTOMER

- A global supplier of integrated circuits for the personal and networked computer and communications markets
- Employees: 13,300
- Headquarters: Sunnyvale, California

## BENEFITS SUMMARY

- Combination of Adobe Acrobat and Coptech SmartPDF substantially reduces document printing and delivery costs at AMD.
- Electronic delivery of documentation in Adobe PDF eliminates barriers to critical documents and minimizes customer design errors.
- Coptech SmartPDF features ensure that AMD staff and customers can always reference current documentation.
- Adobe Acrobat and Coptech SmartPDF fit smoothly into existing document workflows, providing rapid returns to AMD and its customers.
- Adobe PDF supports online delivery of all AMD documentation, from simple data sheets to lengthy books with complex graphics.

[www.amd.com](http://www.amd.com)  
[www.coptech.com](http://www.coptech.com)

Semiconductor manufacturers can't afford to have customers using outdated product documentation. The costs are simply too high, from lowered sales because partners didn't have accurate information on hand, to frustrated OEMs who delay product roll-outs until designs incorporate the latest semiconductors. Yet simply getting current materials into the hands of OEMs can be a monumental effort, especially considering the semiconductor industry's short—often six months or less—product lifecycles.

Fortunately for AMD, one of the world's largest and most respected semiconductor manufacturers and producer of the award-winning AMD Athlon processor, there's Adobe Acrobat, Adobe Portable Document Format (PDF), and Coptech SmartPDF technology. Using a combination of Adobe Acrobat and Coptech SmartPDF, AMD makes current product documentation available instantly to OEMs worldwide by leveraging the immediacy of the Internet and the portability of CD-ROMs.

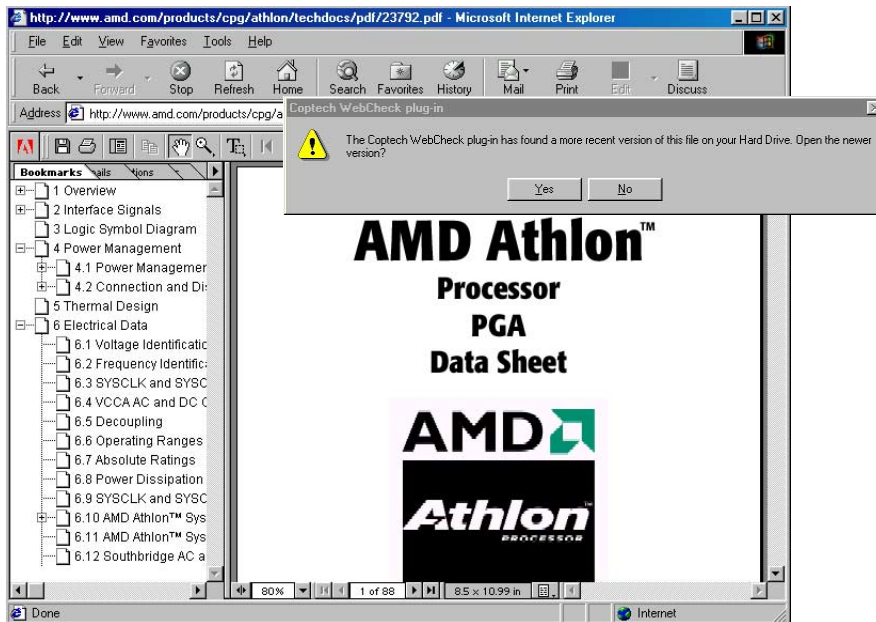
## NO TIME FOR ERRORS

The pace in the semiconductor industry is dizzying. New products follow closely on the heels of previous versions, which

only months earlier were labeled technology breakthroughs. The high demand for commercial electronic devices places tremendous pressure on partners to design not only the best products but to do so as fast as possible.

“Problems accessing information could mean that our customers delay the release of their products,” says Larry Barnett, technical writer at AMD. “This is exactly the type of situation that we work hard to avoid. One way that we help customers keep their competitive edge is by giving them Web or CD-ROM access to Adobe PDF files that contain the documentation they need to design products.”

AMD authors its technical documents with Adobe FrameMaker and then directly outputs the files to Adobe PDF for printing or electronic distribution. The documents range from simple product data sheets to extensive design books that developers use to ensure that AMD semiconductors fit into their products. If product data is not current, OEMs might design systems that have to be reworked because semiconductors are no longer available or competitors are using more powerful technologies.



AMD product documentation is available to OEMs in Adobe PDF on CD and the Internet. The Adobe PDF files contain embedded Internet addresses linked to a CGI script on AMD's Web site. Each time an Adobe PDF file is opened—either on a CD or a file previously downloaded from AMD's Web site—the Coptech SmartPDF plug-in checks AMD's Web site for current versions. If a newer version exists, the system notifies the user and downloads the current file.

Previously printing and distributing product documentation were labor-intensive, manual processes that relied on paper. The difficulty in routing documents for approval and the delays caused by mailing materials often meant that product documents were not available until weeks after new semiconductors were introduced. AMD's goal was to speed the development of product documentation and deliver current materials to OEMs as soon as semiconductors shipped.

#### A SMARTPDF SOLUTION

AMD now converts all product materials to Adobe PDF and delivers them to service staff and OEMs via the Internet or CD. The Adobe PDF files look just like the original documents in their native formats and offer the advantage of platform- and application-independent files that can be downloaded easily by customers at any time.

But even constant access to online materials isn't enough to meet all their customers' needs. For instance, for customers who prefer the portability of CDs or who are in areas where Internet access is unreliable, another option is required, which is where Coptech SmartPDF comes in.

With Coptech SmartPDF, AMD creates CDs that customers can keep as current as the information on the AMD's Web site. Here's how it works: New product documentation is converted to Adobe PDF files in which embedded Internet addresses link to a CGI script on AMD's Web site. Each time a customer opens an Adobe PDF file on the CD, the Coptech SmartPDF plug-in initiates a log-on request to AMD's Web site to see if the document has changed. If a document's name reflects a newer version, the system automatically downloads the file to the user's hard drive. Customers with

limited Internet access can run through updates once or twice a month and deactivate the plug-in while working offline.

#### ENTERPRISEWIDE DELIVERY WITH ADOBE PDF

For AMD, electronic document delivery is viable only if electronic documents retain the look and feel of the originals. According to Barnett, Adobe PDF was the best format for ensuring the integrity of complex graphics and images in documentation. After materials are converted to Adobe PDF, the searchable files allow designers to search across thousands of documents—or through a few a pages—to find information instantly, whether it is on the Web or on CD.

The ease of accessing documents and information combines with the lower operating costs to offer AMD and its customers benefits all around. "We know that content is accurate and things like logos and other corporate information are consistent across all documents," explains Barnett. "With Adobe Acrobat and Coptech SmartPDF, we can work faster and give our customers the kind of support that's critical in the commercial electronics market."

#### TOOL KIT

##### Software

Adobe Acrobat  
 Adobe FrameMaker  
 Coptech SmartPDF  
 Microsoft® Windows® 95  
 and Windows 98

##### Hardware

Pentium® based PCs

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