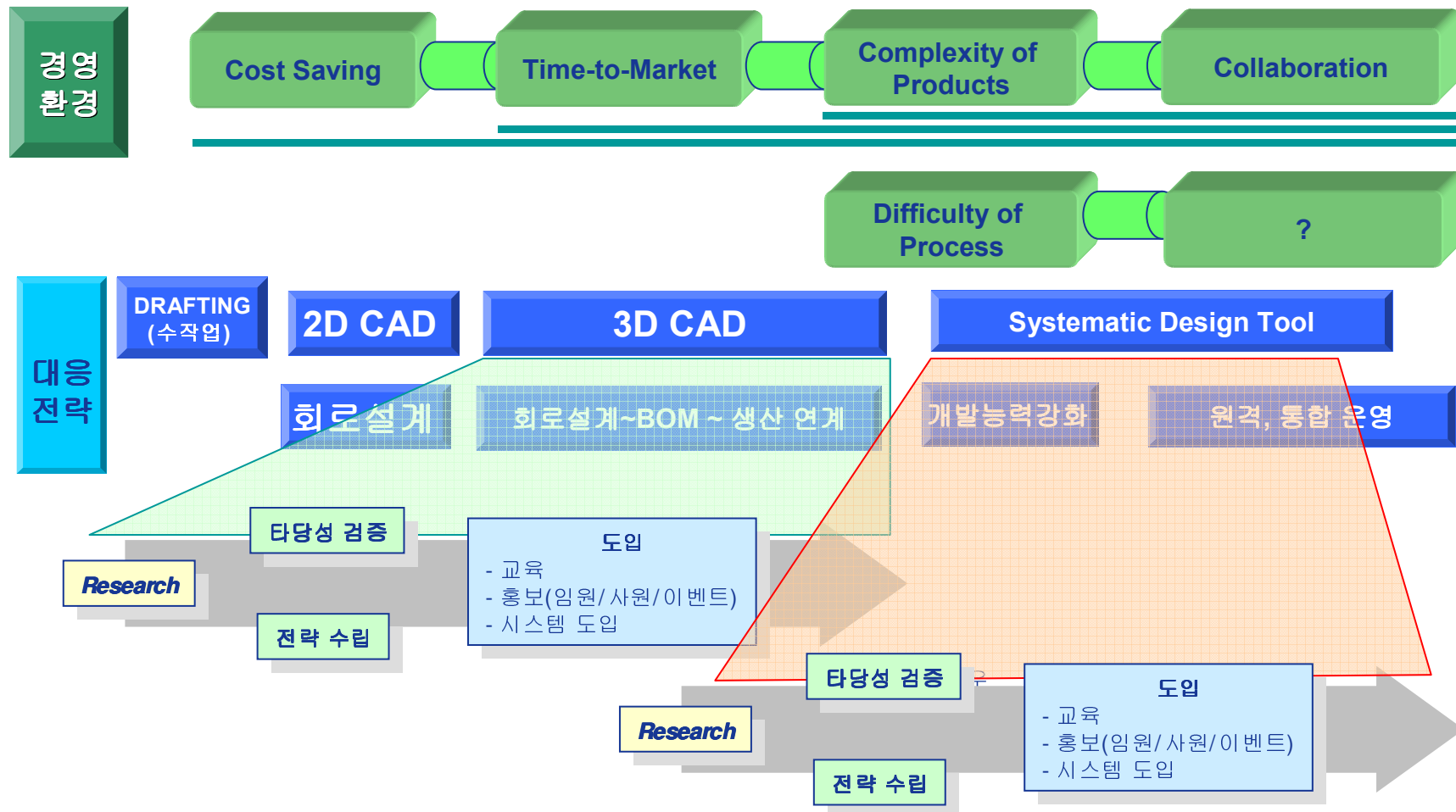


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History of TRIZ in SEMCO

2001 : CAD Team → I-CAD Team



History of TRIZ in SEMCO

2002 : CEO



History of TRIZ in SEMCO

2003 : TRIZ 적용 시작

- TRIZ team
- Russian Expert
- Education Courses
(especially expert course)
- 1st TRIZ Contest



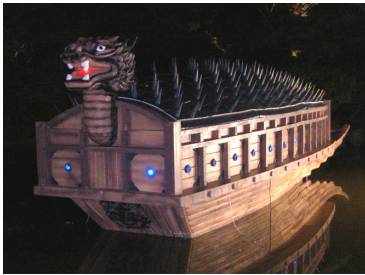
History of TRIZ in SEMCO

2005



Our Strategy

■ Innovation Axes in SEMCO



- Turtle ship center**
- Develop product day and night!
 - 1+1 = 3 !
 - Researchers cannot go home until the project is over!



- 6 Sigma**
- Well-known Method
 - Coworker & Enemy of TRIZ

Our Strategy

■ Symbolization of TRIZ



Brainstorming → Tornado (Upgrade)!
Combine other parts knowledge!
Crash the wall between divisions!

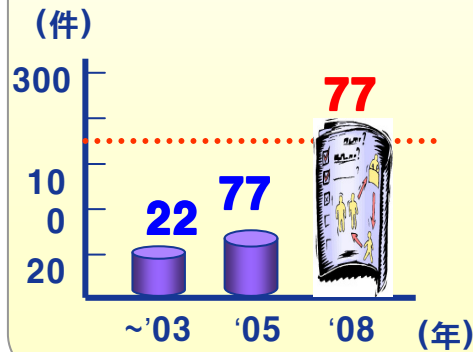
Movie!

History of TRIZ in SEMCO

Result of 2005

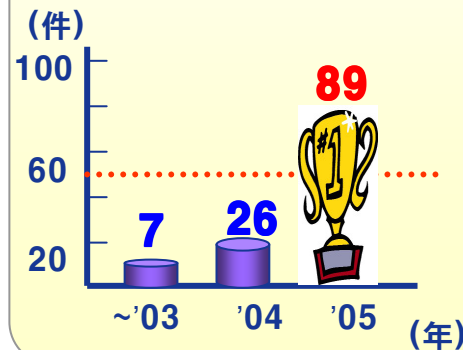
Projects

Increase the number of projects
: **100%**
(22 → 200)



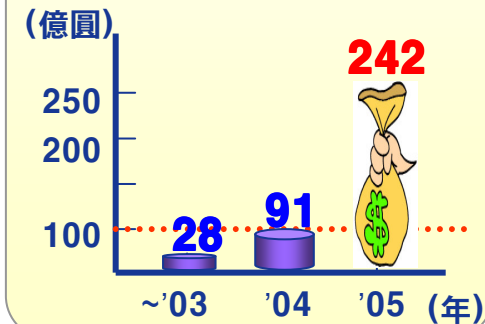
Patents

Increase the number of patents
: **340%**
(26 → 89)



Financial Result

Increase the amount of financial result
: **260%**
(\$9.1m → \$24.2m)



SWAT

- Total problem solving team
One-stop Supporting System.

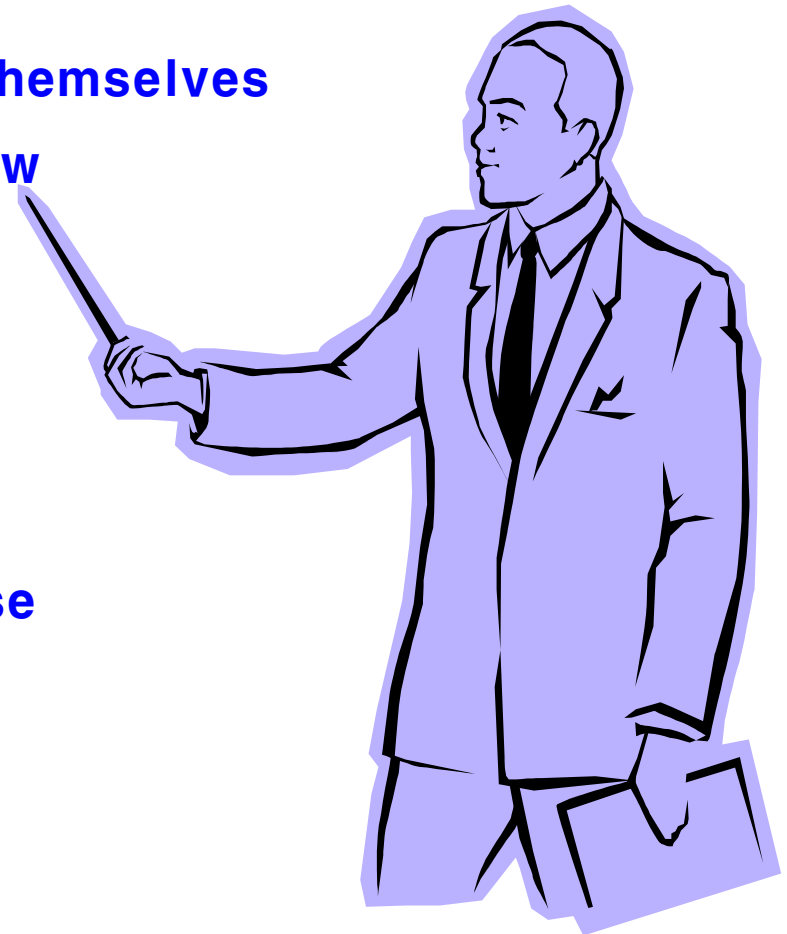


- S.W.A.T.
 - Special Weapon Attack Team
 - TRIZ, AE, CAE, etc.Collaborated Problem solving Team

Our Strategy

■ TRIZ Master in SEMCO

- Small TRIZ team in each division
 - Projects mentoring
 - Solving important project by themselves
 - Support planning design review
- Connection link to TRIZ team
- Precursor of methodology
 - Lecturer of intermediate course



Special Feature of SEM TRIZ

TRIZ Workshop : Easy TRIZ

– Simple Process

- Problem Definition
- Root Cause Analysis (Technical Contradiction)
- Brainstorming
- 40 Principles Idea
- Su-F Modeling
- Standard Solutions
- Evaluating Ideas
- Future Plans



Special Feature of SEM TRIZ



- Education
- Idea Workshop



Special Feature of SEM TRIZ

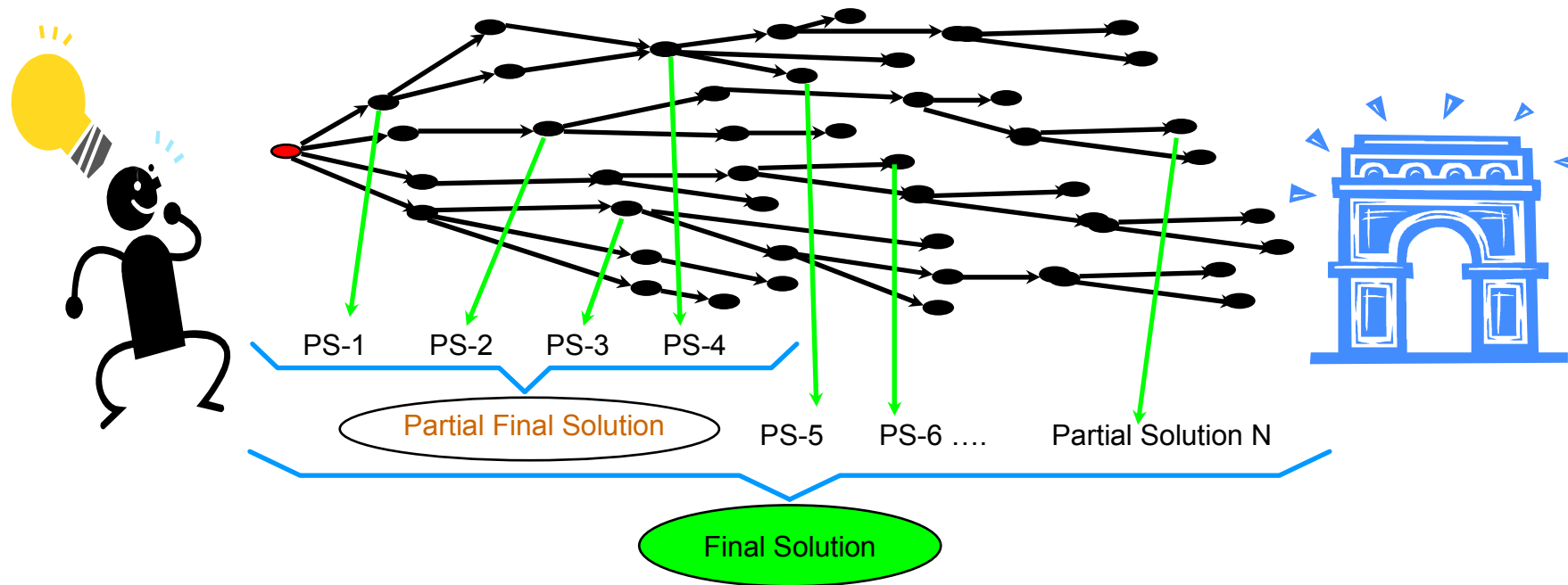
■ Education Course

- **Step 1 : Elementary Course (1day)**
 - Introduction of TRIZ for all R&D employees.
- **Step 2 : Intermediate Course (3day)**
 - Basic tool usage (TC, 40 Principles, Su-F Modeling, Standard Solutions 76, RCA)
 - 1 real problem solving
- **Step 3 : Expert Course (10day + research meeting)**
 - Advanced TRIZ usage
 - Tool combination skills (6sigma, Technical tree, etc..)
 - Facilitation Skills
 - 2 real problem solving + 5 P/J mentoring

Special Feature of SEM TRIZ : CED

■ CED

- CED is not a new method
- CED is a typical problem-solving method



TRIZ Future in SEMCO

