Product and Service Quality Guarantee

Product Quality

Wistron upholds its policies with respect to quality: Deliver non-defective and competitive products to customers on time. The QA Unit under each Department abides by these policies, and follows the QA handbooks as well as the TL9000 quality management system requirements, to maintain various quality related indicators in each phase of project development. Moreover, it monitors, evaluates, analyzes and continuously enhances quality related indicators based on PDCA principles. In order to sustain product development, design, manufacturing and production quality, Wistron has set up different checklists and quality goals for various products and different customer quality requirements. The basic product indicators include:

1. Design Quality Assurance (DQA)

Wistron’s product design complies with DQA. The product must pass relevant assurance conditions prior to mass production; these include functional verification, compatibility verification, reliability verification and environmental verification. This ensures that product design meets customer requirements and specifications. At the same time, the participation of Wistron’s plants in the early product design and experimental phase provides a manufacturing experience to the design team which can improve product design and meet DFx (Design For Manufacture/ Assembly/ Testing/ Service) requirements. This helps facilitate production and enhance product quality.
2. Product quality management
To increase First Pass Yield Rate (FPYR) and reduce Dead On Arrival (DOA) of products, the plants evaluate the causes of defective products triggered by individuals (employees), machines (manufacturing devices and facilities), materials (materials and components), and methods (test methods and SOPs). This helps determine corrective actions and apply preventive solutions, as well as constantly improve the manufacturing process and quality control procedures.

3. Supplier quality management
The quality of raw material is directly reflected on the quality of the manufactured product. Thus, Wistron carefully checks raw materials to ensure that they meet specifications and quality requirements. The quality of raw material is considered a key factor in evaluating a supplier. Wistron has a strict material and supplier quality management system, and guarantees the quality of its products to ensure that they meet customer requirements and specifications. In addition to that, it audits the quality management of major suppliers, and requests improvement on items that fail quality assurance.

4. Prompt product development
In the design and development phase of new products, the Company discusses the production schedule with the customer. Depending on the progress of product development, the company’s different business units monitor the progress and quality of the new product, review items that fail to achieve the objective and carry out quality improvement plans. Problems encountered at the plant during the trial and mass production of new products, are jointly discussed and resolved by both the Company and the customer. This ensures that new products can go into mass production according to schedule.

5. Prompt product delivery
Wistron sends details of the customer’s orders to the production unit; these include the order quantity, delivery time and delivery method. This allows the production unit to set a procurement plan for product materials and components, and plan the manufacturing schedule and delivery arrangements in advance. The production unit can also periodically monitor and update the actual production status so as to meet order requirements, save delivery cost, and reduce wastage due to early or late arrival of cargos.

Service Quality
In order to provide value-added service for more industries and customers, as well as attain the vision of Wistron’s CEO which is to transform the company from an ODM (Original Design Manufacturer) to a TSP (Technology Service Provider), the Company strives to strengthen its customer service and innovative services at present and in the future. Currently, Wistron manages its service performance and compliance rates by implementing the following measures:

1. The service units of the organization shall set KPIs based on business requirements.
2. A regular monthly review meeting is held to address problems and propose solutions through an internal review mechanism.
3. A Quarterly Business Review meeting is held together with senior managers.

Every month, Wistron assigns a special group of personnel to collect data on spare parts and compliance rates for motherboard repair from relevant departments including overseas sites, and these are saved in the system database. The data is reviewed during the regular monthly review
meeting and the Quarterly Business Review together with senior managers. In addition, departments that fail to achieve their objectives shall take corrective actions and complete a follow-up report on their progress, to ensure that all services meet customer objectives.

Improve in R&D Capacity

Product and service quality are determined by RD capabilities. As an international ODM/OEM and TSP, Wistron aims to provide competitive products and services that meet customers’ needs. Thus, it gives great value to research and development. Apart from making significant investment on R&D, it also actively strengthens its manpower and training of R&D engineers. The efforts undertaken by Wistron to improve its R&D capabilities are listed below:

1. Recruit and employ R&D personnel
2. Competency training and skills improvement
3. Advanced R&D center
4. Technical cooperation

Wistron values R&D as well as innovation in product design and manufacturing techniques. It capitalizes on innovation and sustainability in its product design. Through innovative ideas, it develops more environment-friendly green products. Wistron has also created a patent incentive award program that would encourage employees to transform innovative ideas into inventions for future patent application.

Historical Statistics of Patent Application and Certification

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Customer Satisfaction Management

To improve customer satisfaction, Wistron gathers customer feedback and regularly reviews the indicators that determine customer satisfaction based on the Wistron Customer Satisfaction Management Process. It also provides customer satisfaction data to relevant employees, so they can communicate with customers and make necessary improvements.

Aside from the company’s management indicators, all responsible business units should review the FPYR (First Pass Yield Rate) and other factors that affect them such as DOA (Dead On Arrival), AFR (Annual Failure Rate), QBR (Quarterly Business Review) and FA(Final Assembly) with customers.

If any of the above indicators fail to meet customer requirements or have unfavorable results, the Company shall conduct a causal analysis to determine and propose solutions for improvement. During internal meetings, different business units must assign certain personnel to address cases or customer complaints. A progress report must be submitted until the problem is resolved. After that, preventive and corrective actions should be taken and applied when handling future products and services based on prior experience, so as to prevent recurrence of similar problems. Based on various factors such as product quality, prompt product delivery, techniques, cost and communication, Wistron has established a Customer Satisfaction Performance Index (CSPI), which is a monthly satisfaction index that reflect customer feedback in which the higher value indicates better performance.

[ Note ] Data collected from Neihu Headquarter, Hsichih Office Complex, and Hsinchu Plant.

Customer Satisfaction Performance Index - Year 2014

[ Diagram showing the CSPI for Year 2014 with data points for each month from January to December. ]