

Support Excellence

The Only Five STAR Support in EDA

Continuously Improving *Our Support Just Gets Better*

Achieving Support Center Practices (SCP) certification, leveraging our Customer Listening Program, and winning the prestigious STAR award demonstrate Mentor's dedication to providing the best support in the EDA industry. Mentor's continuous improvement programs assure:

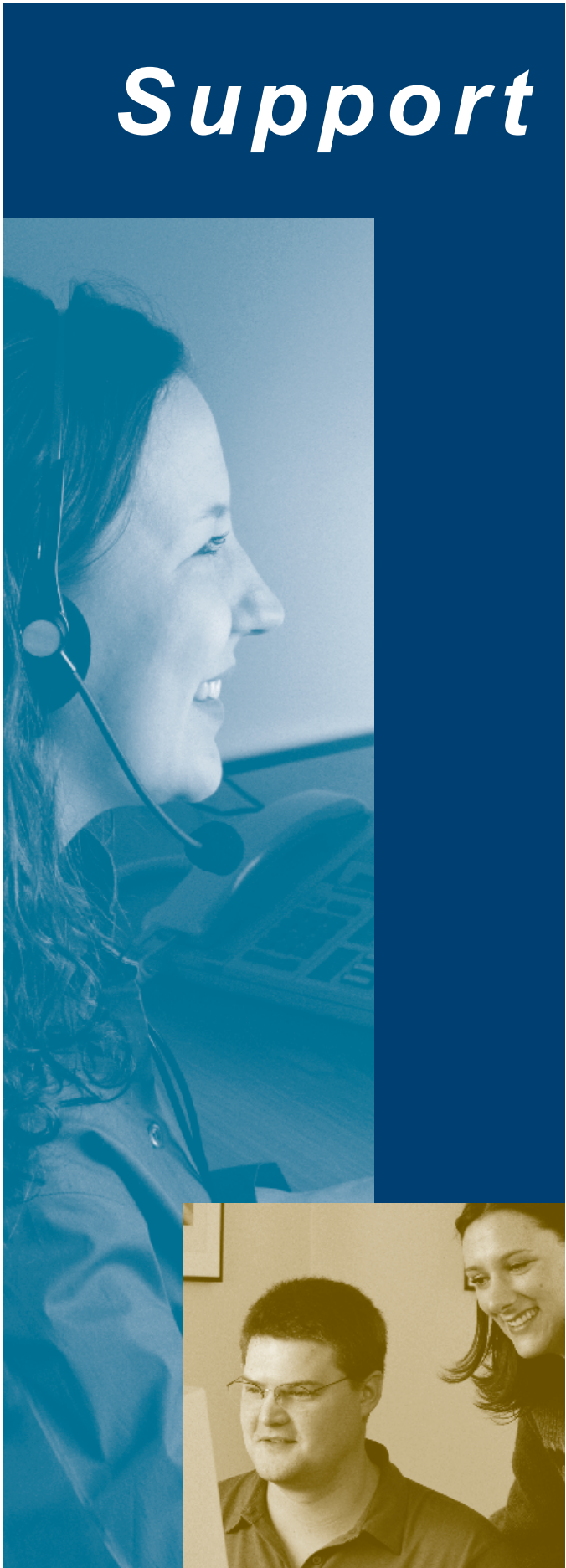
- Your feedback is solicited regularly and used to drive what we do.
- We gauge your satisfaction, and adjust our programs to improve your satisfaction.
- You are working with trained professionals who understand your environment.
- You get consistent support worldwide because our support processes and global infrastructure are audited against industry best practices around the world.
- Our customer satisfaction results are benchmarked against the best in the industry.

Consistently Reliable *SCP Certification*

You can depend on Mentor Graphics to deliver consistent, reliable support worldwide. Mentor Graphics is the only EDA company to have attained Support Center Practices (SCP) certification. The SCP Certification Program establishes a superior standard for delivering service and measures our support quality against that standard.

SCP certification is achieved after a comprehensive annual on site audit of Mentor Graphics SupportCenterSM processes and operations is conducted by an independent third party to see how many industry best practices we follow. SCP certification includes a quality benchmark of how our key results in areas such as customer satisfaction and customer relationships compare with other companies that provide technical support.

You benefit from our continuous improvement for SCP certification with better-trained staff, better implementation of key processes, and a focus on results. Our universal processes and worldwide metrics enable Mentor Customer Applications Engineers to become proficient more quickly, and offer consistent responses to your questions. Our global tracking system and SupportNet KnowledgeBaseSM allow you to get up-to-the-minute status of Service Requests, access answers immediately, and reuse product knowledge.



Customer Focused **Worldwide Customer Listening Program**

We continually strive to understand and meet your definition of excellent support.

To help define excellent support, Mentor has an extensive and integrated set of feedback vehicles in our "Customer Listening Program". Feedback activities include focussed real time incident surveys, broader strategic annual surveys, face-to-face focus groups and online feedback mechanisms. All of these activities are designed to leverage our unique position as your credible "agent of influence" to other areas within Mentor Graphics. Your feedback drives planning and development processes.

Championship Support **Hall of Fame STAR Award**

Each year, the Service and Support Professionals Association (SSPA) annual Software Technical Assistance Recognition (STAR) Awards recognize superior performance in the delivery of technical support to customers. Many SSPA members apply for the STAR Awards, but because of the outstanding quality of technical assistance

and customer service required, only a few companies emerge as winners year after year. Mentor Graphics was recognized for its ongoing customer service excellence in the complex support category with an SSPA STAR Hall of Fame Lifetime Achievement Award. Mentor Graphics is the only five-time winner of the STAR award in the EDA industry.

SSPA represents more than 15,000 service executives in over 500 member companies worldwide. Since the program was established in 1990, the STAR Awards have become coveted recognition for winners that include IBM, Microsoft, Oracle, Stream International, and Xerox.

STAR Awards are one of the most valuable symbols of service excellence in the support industry. Rigorous review in areas of Electronic Support Services, Support Metrics, People Programs, and Managing Customer Satisfaction assure that winners are committed to excellence in customer support.

For more information on Mentor's best-in-class support, visit www.mentor.com/supportnet or contact your local sales office.

<http://supportnet.mentor.com>

The Only Five STAR Support in EDA

- Continuously Improving
- Consistently Reliable
- Customer Focused
- Championship Support



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