

DICE – ten years of success

For the past ten years the development centre in Linz is prominent in the area of IC development. And it is successful now as it was at the beginning. A report from the jubilee celebrations on the 24. Sep. 2009.

A dice has six sides – DICE has six columns of success. The following is the structural design for an indispensable development centre of Infineon:

1.) Employees

The spin-off of Johannes-Kepler University, Linz grew to become an independent company: The academic breeding ground with its highly qualified graduates can be seen as the core for the success of DICE.

2.) Bridging the Gap

On one side stands Infineon, a competent high-tech company. On the other side stands the University and the FH Hagenberg inciting research spirit. DICE is bridging the gap between these two poles and is regarded as a template for industrial and academic cooperation.



Company founder Hagelauer: Sparkling innovations for DICE's 10th anniversary

3.) Innovation

A development centre survives on innovation. DICE became a household name for forward-looking themes such as UMTS transceivers and radar.

With these three columns – on the substance layer – it is possible to set up a company. However, to guarantee a successful development in the long term, an additional soft skill layer with three more columns is required:

4.) Leadership

Richard Hagelauer, founder and CEO of DICE, assumes the role of a captain who leads even in economical stormy waters.

5.) Commitment

The exceptionally good working atmosphere is the basis for the commitment of our employees. Open communications structures and professional handling of conflicts within the inhouse mediation framework contribute to the motivation of the employees.



Celebrations: an important motivational factor

6.) Team Spirit

A company which recognizes the person within the employee, which knows how to celebrate jubilees and other occasions, creates a team spirit which generates a very positive work environment.

Ten successful years of DICE have passed already, and there is no doubt that *this* dice in Linz will continue to be a major building block within Infineon.

Gerhard Habring
Thanks for the translation to Eugen Pfann