



Optimal+ Appoints Shykeh Gordon Vice President and General Manager of New Electronics Business Unit

Appointment coincides with launch of Global Ops for Electronics solution for electronics OEMs

Holon, Israel, August 2, 2016 – [Optimal+™](#), the leader in big data solutions for semiconductor and electronics manufacturing operations, today announced the appointment of Shykeh Gordon as Vice President and General Manager of its new [Electronics Business Unit](#). Mr. Gordon, an electronics industry veteran, will work closely with electronics OEMs to help them achieve a higher level of supply chain transparency and end-market product quality through the use of the Optimal+ Electronics Operations Platform.

This comprehensive platform is initially targeted for electronics OEMs who design and manufacture smart phones, networking servers, data servers and automotive systems such as ADAS. Electronics OEMs will now have an unprecedented ability to collect, analyze and act on manufacturing and in-use data across their global supply chains. Global Ops for Electronics is the foundational product of the platform and is the industry's first solution to provide end-to-end data collection, data governance and advanced analytics capabilities, enabling companies to improve their operational performance and perform risk management for their entire electronics value chain.

“There is an enormous amount of electronics growth forecasted for individuals and corporations alike, and it will significantly impact every aspect of daily life. This deep immersion and proliferation of electronics technology heightens the need for electronics OEMs to continually deliver safer and reliable end-user products to the market,” said Shykeh Gordon, Vice President and GM for the Electronics Business Unit. The company has already transformed product quality for the semiconductor industry by providing full supply chain visibility and is the only provider positioned to extend this end-to-end capability to electronics OEMs. I am thrilled to be part of the Optimal+ team at this exciting and dynamic time in the industry.”

About Shykeh Gordon

Mr. Gordon brings 25 years of executive management experience in the high-tech market, as well as a rich background in leading direct sales and channel partnerships on behalf of large corporations and startups. Prior to joining Optimal+ to head up its Electronics Business Unit, Shykeh served as the executive vice president of global sales at Redbend. Previous tenures include five years as president of EMEA and APAC for NICE System's Security Group and president of the company's video surveillance solutions division, NiceVision. He also spent six years with RADVision, rising to chief operating officer where he took an active role in growing the company to 250 employees and \$50 million in revenue.

About Optimal+

Optimal+ is a global provider of Manufacturing Intelligence software solutions, enabling semiconductor and electronics companies to seamlessly aggregate, organize and act upon the global manufacturing and test data they generate across their internal and external supply chains to measurably improve yield, quality and productivity. The company's real-time, Big Data analytics solutions are deployed in virtually every major foundry and OSAT currently serving the semiconductor ecosystem, processing tens of billions of chips every year on behalf of its customers and ushering in an era of unprecedented supply chain visibility that translates into strong and measurable ROI. For more information, visit www.optimalplus.com.