

A Model N High Tech Case Study

"Azerity products by Model N helped us streamline our sales organization and set vital, attainable goals. The ease of use combined with being the most comprehensive industry specific solution on the market delivered measurable value to our business process instantly."

— Bill Haberlin, Chief Operating Officer and Acting VP of Sales, SiGe Semiconductor

SiGe Semiconductor's Rapid Growth Surpasses Competition

SiGe Semiconductor Ottawa, Canada



<http://www.sige.com>

Industry:

Semiconductor

Deployment Scope:

- Americas, Canada, UK, Hong Kong
- Sales reps, Marketing Professionals, Channel Partners

Benefits:

- 500 opportunities tracked
- 150+ users sharing information
- 5-10 hrs/week saved in sales administration time
- 50% reduction in monthly reporting time
- 45% reduction in inventory costs
- 10% goal for increase in business closure rates

SiGe Semiconductor, Inc. is a leading global supplier of RF front-end solutions for next-generation wireless systems. Drawing on the unique advantages of silicon germanium technology, the company designs and delivers integrated circuits and chip-scale modules with unparalleled performance and power.

Challenge

SiGe's business objectives were to improve its global sales process and provide its sales team with scalable tools to generate revenue as the company experienced dramatic growth. SiGe was experiencing challenges similar to those faced by other semiconductor companies; however, its situation was compounded by exponential growth in a short period of time. SiGe recognized the need for a comprehensive solution with the scalability and visibility SiGe needed to grow that would enable the company to:

- > Deliver consistent and accurate price quotes
- > Turn quotes into orders faster than ever before
- > Manage large amounts of data
- > Improve customer and channel partner satisfaction

The Azerity Revenue Management Suite from Model N

As SiGe grows, the Azerity Revenue Management Suite for High Tech helps SiGe:

- > Thrive in a highly competitive and volatile environment
- > Utilize real-time market intelligence to stay ahead of competition
- > Minimize costs and maximize efficiency
- > Increase price/quote response time
- > Improve mind-share with channel partners
- > Set accurate expectations to the Board of Directors

By implementing the Azerity Revenue Management Suite, SiGe was able to improve its quote-to-order process by putting systems in place to effectively tie a quote to an order, reducing cycle time and avoiding last minute discussions surrounding price. SiGe has a single repository for information that reveals quote history and other valuable pieces of information allowing for a seamless transfer of quotes to orders. Adoption of the Azerity solution has enabled SiGe to better manage information, effectively saving their sales team 5-10 hours each week, allowing them more time to sell product and providing management with greater visibility into the sales pipeline.

Business Acceleration

With the implementation of the Azerity Revenue Management Suite, SiGe's sales team was able to complete their monthly roll-up of opportunities and accomplishments in 1/5 the time it had taken previously using multiple spreadsheets. Now, with one centralized source of data, sales spends less time managing data and more time selling product, and management has a bird's eye view into the business process.

Real ROI

SiGe began realizing the benefits of implementing the Azerity Revenue Management Suite immediately with improved business closure rates, a 45% reduction in inventory costs, and a centralized data repository that saves the company time and money.

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Looking Ahead

With the implementation of the Azerity Revenue Management Suite for High Tech, SiGe has successfully rolled out an all encompassing tool to its organization with great benefits to each department:

- > Management has more visibility into the sales process and is better prepared to make real-time decisions based on current data
- > Marketing is more equipped for planning, market analysis and forecasting
- > Sales has more time to sell, deal closure rates have increased, and they are able to track opportunities more effectively
- > Operations has real-time information and improved forecasting abilities
- > Channel partners enjoy the ease of use
- > Customer satisfaction is at an all-time high

"Azerity products offer a compelling value proposition; total annual benefits can reach \$40.5 million in the first year."

– Accenture