

Model N

A Model N Customer Success Story

“What won the deal for Model N was their reputation and what their customers paved the way for us to experience. We feel like we picked the right partner; Model N proved that going live in eight weeks can be done.”

- Marc Gsand, Senior Director, Worldwide Channel Sales, AppliedMicro

Rapid Model N Deployment Allows Mid-Sized Semiconductor Leader to Immediately Begin Improving Margins and Channel Relationships



Sunnyvale, CA

www.apm.com

Industry:
Semiconductor Manufacturing

Revenue:
\$247M

Employees:
670

Model N Products:
High Tech Deal Management,
Channel Management, Global
Price Management

Benefits:

- Business rules for automated pricing
- Faster, more accurate quote turnaround time
- Improved ease of doing business for channel partners

AppliedMicro is a global leader in energy conscious computing solutions for telco, enterprise, data center, consumer, and SMB applications. With a 30-year heritage as an innovator in high-speed connectivity and high performance embedded processing, AppliedMicro employs patented Power Architecture[®] SoCs to provide energy efficient products that can deliver up to a 40 percent reduction in power consumption without sacrificing performance.

Revenue Management Opportunity

As a medium-sized semiconductor manufacturer, AppliedMicro sought to replace increasingly inefficient manual processes and point solutions with an automated, fully auditable system that would boost margins and overall market capitalization without requiring a long and expensive implementation period.

Revenue Management Solution from Model N

AppliedMicro selected Model N because of its unique ability to provide domain-specific, integrated solutions and best practices that have been proven in global deployments across the semiconductor industry — from Top Ten global leaders to mid-sized and emerging companies. In addition, Model N committed to — and delivered on — having AppliedMicro’s deployment go live in two months.

With Model N Deal Management, AppliedMicro will improve deal conversion rates, protect transactional margin, and obtain visibility into demand across channels and regions. Model N Channel Management will improve the company’s visibility into channel sales activity, enabling it to more easily assess demand from end-customers and to protect transactional margin. Model N Global Price Management will help AppliedMicro ensure consistent and accurate pricing across channels and geographies by automating quote responses according to pre-established price lists, pricing rules, contract terms, registrations, and market price programs.

As a result of its Model N deployment, AppliedMicro now possesses a streamlined, auditable system that enables a seamless, end-to-end process — for each line item of every transaction — across its business-critical pricing, deal, and channel management processes. By adhering to business rules around pricing and generating quotes faster and more accurately, the company is in an excellent position to improve gross margins and increase shareholder value. In addition, improved visibility and control over its channel business will strengthen its distributor relationships by significantly improving ease of doing business.