

Linear Technology

Challenges

Siloed Global Teams, Lack of Quote Management System

Fifteen years ago, Linear Technology managed their global pricing and opportunities through spreadsheets, which did not allow visibility into regional prices or ongoing opportunities, therefore delaying sales response times. The semiconductor leader did not have a GUI for entering orders, so the sales team faxed or emailed orders to the customer service team. The increasingly global nature of the semiconductor industry, and the need for international teams to work together to support customers and win designs, made Linear Technology realize that they required a system which allowed teams to communicate quickly, and to have access to all relevant information across all their customers and products in order to continue to expand their business.

Results

Reduce Quote Time, Win Designs, Track Opportunities

One of the first adopters of Model N's high tech revenue management solution, Linear Technology has since incorporated the vitality of this data and analysis into their company culture — from the design team presenting on new markets or products, to the sales team discussing new or historical opportunities.

Global sales and marketing teams can now immediately access and maintain prices and pricing rules, and manage a large data set of SKUs, part numbers, and opportunities, in order to accelerate quote turnaround and promote profitability.

The company is now able to quote more effectively with subcontractors, determine utilization of debits more efficiently, easily track global opportunities, manage their quotation system, and even employs the tool as their order front end — all through a single, integrated platform.

“*Our company is dependent on the Model N solution... We use the data to help plan and drive our business.*”

— Todd Reimund, Director of Corporate Marketing, Linear Technology

Hear From Linear Technology

Managing opportunities, quotes, and orders in a single system



Todd Reimund, Linear Technology

Watch the video: <https://youtu.be/GaEf8Ow6xqM>

New Capabilities

- Accelerate quote turnaround
- Utilize order front-end system, with linkage to approved quotes
- Determine and maintain ideal prices worldwide using pricing engine data, pricing rules, and analytics
- Improve communication between global teams and with customers
- Determine utilization of debits efficiently and effectively
- Gain transparency into opportunity lifecycle, from opportunity to quote to order

Model N Customer Since 1999



Linear Technology (Nasdaq: LLTC) has been designing, manufacturing, and marketing a broad line of high performance analog integrated circuits for major companies worldwide for over three decades. The company's products provide an essential bridge between the analog world and the digital electronics in communications, networking, industrial, automotive, computer, medical, instrumentation, consumer, and military and aerospace systems. www.linear.com

Live On Model N

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Model N Solutions at Linear Technology

Global Price Management

Ensures 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.

Deal Management

Improves deal conversion rates and protects transactional margins by reducing quote cycle times, enforcing pricing policies, and eliminating internal bidding conflicts.

Deal Analytics

Brings real-time, operational business intelligence to the price negotiation process with advanced customer and quote analysis functionality.

Contracts and Compliance Management

Maximizes contract value and margin by reducing invoice and order pricing errors, improving controls over price concessions, and enhancing customer compliance tracking.

Channel Revenue Management

Automates visibility into channel sales activity and improves financial controls by simplifying the POS reconciliation process, reduces credit overpayments, and facilitates compliance of revenue recognition policies.

SOLUTIONS REPLACED



Excel

Homegrown