Fairchild Semiconductor: Channel Vertical Market Visibility

Fairchild Semiconductor is a leading global provider of semiconductor technologies that address some of today's most important technology challenges — from making products more energy efficient to enabling many of the features in mobile devices. Fairchild has an extensive global channel presence, working with over 43 distributors worldwide, which account for over 70% of sales revenues.

Challenges

Being a leading provider of semiconductor technologies in the world can lead to some complicated, multi-layered information challenges. Fairchild relied on custom, maintenance intensive, legacy systems to manage their channel point-of-sale (POS) and inventory data. With over 6 million POS transactions each year, this was a huge drain on their internal resources.

Their big challenge was visibility into their channel transactions. They had no way of classifying transactions by end customer. They did not know who was buying their products; frequently they didn't know how their products were used or where they were being sold, which made it impossible to build a market strategy that would grow their business.

Their expectation was to have outsourced functionality, with improved accuracy and timeliness, which supported their strategy of moving all appropriate business applications to the cloud.

Solution

Fairchild began using Model N Channel Data Management in 2010 to gain better visibility into all channel transactions, all the way to the end-customer. Fairchild sales, marketing and supply chain teams use this information to manage sales territories and balance sales resources, support direct sales compensation plans, track opportunity closure and increase forecasting accuracy.

> " *We are now able to drive sales growth with targeted customer and industry marketing and sales initiatives.* "

Model N collects data daily from over 5,000 sites, including all Fairchild partners. Using our 10 million entity Directory, company hierarchy data structure, classification and segmentation processes, over 90% of Fairchild's channel POS transactions are classified according to channel role and industry standard vertical function. Fairchild can identify the distributor, contract manufacturer (EMS), original design manufacturer (ODM), subassembly manufacturer, original equipment manufacturer (OEM), and Fairchild-assigned corporate customer ID, as applicable, for every POS transaction.

Benefits

Fairchild now has visibility into their end customers and can appropriately target marketing and sales efforts. They can now track and target partner and end-customer name and address as well as end-customer market segmentation globally. Fairchild is now driving sales growth with customer and industry targeted marketing and sales initiatives.

Model N / Channelinsight Customer Since 2010

Fairchild has a rich history as a pioneer in the semiconductor industry and that pioneering spirit endures today. In an era where diversity can dilute focus and hamper innovation, we specialize in the development and manufacturing of a complete portfolio of low- to high-power solutions for the mobile, industrial, cloud, automotive, lighting, and computing industries. Fairchild is one of the most reliable partners in the industry, offering the shortest time from concept to silicon, expert FAEs for customer support, and a flexible, multi-source supply chain. Our vision is clear – anticipate the power efficiencies demanded by tomorrow's electronic products and deliver an amazing design experience. www.fairchildsemi.com

Deployment Scope

- 43 distributors and 26 representatives worldwide
- 107,698 average transactions processed per month

Model N / Channelinsight Products at Fairchild Semiconductor

- Model N Channel Data Management
- Product Classification and Segmentation
- Model N Partner Directory

SOLUTIONS REPLACED
Fairchild's Internal Legacy System