

Model N

CHANNEL DATA MANAGEMENT

Diodes Customer Success Story



“We can pinpoint issues and target faster channel solutions, while driving better business decisions.”

— Emily Yang, VP of Worldwide Sales and Marketing

NEW CAPABILITIES

- Accurate and consistent collection of POS, claim, and inventory data
- Improved transparency of the complete sales cycles down to the customer level
- Clear insights into global channel sales and inventory by region and partner
- Better able to manage and reward channel partners

MODEL N PRODUCTS AT DIODES

- Channel Data Management (CDM)
- Channel Management
- Deal Management
- Deal Intelligence

DIODES' 2018 REVENUE GREW BY 22% AND GROSS MARGINS GREW BY 15.2%

Challenges

CUMBERSOME AND TIME CONSUMING CHANNEL INEFFICIENCIES IMPACT REVENUE

Before implementing Model N’s Channel Data Management (CDM) solution, Diodes channel data was decentralized, and the responsibility was on each region to manually gather point-of-sale (POS), ship and debit (S&D) claim, and inventory and billing information from all its partners. This process was cumbersome and time consuming, resulting in data that was outdated, inaccurate, and incomplete.

This impacted their business and as shared by Emily Yang, VP of Worldwide Sales and Marketing, “As we grew, we really needed the detail at the channel level. We needed a better way of understanding from the beginning to the end of sales and know who our customers were and what they were purchasing.” Diodes also lacked the insight and knowledge on where channel issues existed and how to solve them.

Diodes looked at several options including doing the work in-house by adding more resources to manage their channel data. With close to 100 distributors worldwide, Diodes decided to find a more cost-effective way to automate its channel data and looked to existing partner Model N.

Diodes specific challenges included:

- 01 Constant delays manually collecting data from partners
- 02 Manual management of channel data
- 03 Manual cleansing and enrichment
- 04 Excessive time and resources spent trying to manually fix, manipulate, and utilize data

Benefits

AUTOMATED SYSTEM LEADS TO DAILY CHANNEL INSIGHTS AND QUALITY DATA

Prior to Model N, Diodes was making decisions in the dark and flying blind. “We were in the dark before the improvements CDM offered. Now we can pinpoint issues and target solutions faster in the channel” shared Yang. “We can drive better business decisions with better data.”

Today, Diodes decision-making has dramatically improved since they’ve been able to consolidate their data. Decisions are now targeted instead of being applied to all regions. Diodes has daily insights into its channel with data that is consolidated and cleansed automatically with Model N’s CDM.

Through consistent and current data, Diodes is now better equipped to maximize revenue and topline growth with regular and validated insights.

Other successes Diodes has experienced includes:

- 01 Fully automated channel data process
- 02 Pinpoint channel issues faster
- 03 Daily insights and transparency into the channel
- 04 Make better decisions with trusted data

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About Diodes

Diodes Incorporated (Nasdaq: DIOD), a Standard and Poor's SmallCap 600 and Russell 3000 Index company, is a leading global manufacturer and supplier of high-quality application specific standard products within the broad discrete, logic, analog and mixed-signal semiconductor markets. Diodes serves the consumer electronics, computing, communications, industrial, and automotive markets. Diodes' products include diodes, rectifiers, transistors, MOSFETs, protection devices, function-specific arrays, single gate logic, amplifiers and comparators, Hall-effect and temperature sensors, power management devices, including LED drivers, AC-DC converters and controllers, DC-DC switching and linear voltage regulators, and voltage references along with special function devices, such as USB power switches, load switches, voltage supervisors, and motor controllers. Diodes also has timing, connectivity, switching, and signal integrity solutions for high-speed signals. Diodes' corporate headquarters and Americas' sales office are located in Plano, Texas and Milpitas, California. Design, marketing, and engineering centers are located in Plano; Milpitas; Taipei, Taiwan; Taoyuan City, Taiwan; Zhubei City, Taiwan; Manchester, England; and Neuhaus, Germany. Diodes' wafer fabrication facilities are located in Manchester and Greenock, UK, and Shanghai, China. Diodes has assembly and test facilities located in Shanghai, Jinan, Chengdu, and Yangzhou, China, as well as in Hong Kong, Neuhaus and Taipei. Additional engineering, sales, warehouse, and logistics offices are located in Taipei; Hong Kong; Manchester; Shanghai; Shenzhen, China; Seongnam-si, South Korea; and Munich, Germany, with support offices throughout the world.



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