

CASE STUDY

KYOCERA AVX scales global pricing optimization solution to 1,300 users with Model N Ngage

ABOUT KYOCERA AVX

KYOCERA AVX is a leading global manufacturer of advanced electronic components engineered to accelerate technological innovation and build a better future. As a wholly owned subsidiary of KYOCERA Corporation, KYOCERA AVX is structured to capitalize on shared resources and technical expertise. Their expansive global footprint comprises research, development, and manufacturing facilities across more than 15 countries and talented personnel dedicated to innovation, component quality, and customer service. KYOCERA AVX designs, develops, manufactures, and supplies a deep breadth of advanced electronic components that are optimized for the international 5G, Internet of Things, aerospace, automotive, consumer electronics, industrial, medical, and military markets.

BUSINESS PROBLEMS FACED BEFORE MODEL N

- Reliance on siloed, homegrown systems across regions
- Lack of visibility into global pricing, quotes, and contracts
- Extensive manual effort to maintain spreadsheets containing quotes for more than 600K part numbers across 32 product categories
- No efficient way of analyzing historical data to optimize future pricing

OUTCOMES ACHIEVED WITH MODEL N



Eliminated 99% of their manually maintained quotation spreadsheets



Quickly rolled out a global pricing system to more than 1,300 users



Streamlined regional processes and united global databases



Substantially improved quoting processes and turnaround times

“Lots of companies are comfortable with the status quo. We’re not. With Model N, we’re innovating to make our pricing better and easier. Model N is about 1,000 times better than the manual methods we were using before.”

Lizzie Geismar, Model N project lead, strategic marketing, KYOCERA AVX

THE SITUATION

In 2018, AVX – as it was then known – began searching for a global pricing automation solution to unite disparate pricing systems that were contained in two homegrown ERPs: one for Europe and Asia and one for North America. The systems contained quotes and contracts for each region across more than 600K part numbers but didn't enable the global visibility required to properly service their 173 distributor companies around the globe. Furthermore, staff was manually maintaining every single quote in spreadsheets – and thousands of quotes were requested daily. With historical data spread across different sources, the company was unable to spot trends and access insights that would enable them to support better pricing.

To help their team manage the pricing for the vast product portfolio, AVX spent months evaluating vendors, and ultimately, selected Model N as their partner.

THE SOLUTION

Implementation occurred during the global pandemic and while the company was completing a major M&A activity. Due to COVID-related challenges – such as remote work and communication via video calls – and the differences in regional processes and product families, the implementation team prioritized change management and user training to get the system up and running as quickly as possible. “Model N put key senior people on weekly calls to hold our hands through it all,” explained Lizzie Geismar, Model N project lead, strategic marketing, KYOCERA AVX. “They analyzed where we had gaps in our training or knowledge and addressed anything that needed to be corrected.”

To effectively train their global workforce on the new system while their 1,300 users were working remotely, KYOCERA AVX relied on Model N Ngage. The team was able to implement prompts, training, and guidance directly into Model N applications, enabling users to quickly adapt to and adopt the new technology. Additionally, Ngage's analytics uncovered opportunities for internal improvements, which led to more streamlined regional processes and united global databases.

RESULTS

The successful deployment of Model N Channel Management and Deal Management enabled KYOCERA AVX to optimize their global pricing processes. Nearly all (99%) of the company's pricing spreadsheets were eliminated. Now, instead of spending valuable time manually looking up prices, their pricing team can focus on strategic quote reviews and optimizing other areas of the business, such as maintaining catalogs in other systems.

WHAT'S NEXT?

Given the rich functionality of the Model N platform, KYOCERA AVX is excited to explore further opportunities to automate more of their pricing and distribution processes. “Our pricing team is now doing more strategic review of pricing, but eventually, we'd like to automate the entire workflow,” stated Geismar.

“Ngage gives us a much better way to communicate to our users. There are analytics and other great things that come with Ngage, but effectively presenting information is number one for me.”

Geismar

Learn how Model N can help you optimize revenue and ensure compliance. >