

ON Semiconductor

Challenges

Inconsistent Data and Processes, Untraceable Opportunities

Prior to implementing Model N, ON Semiconductor lacked centralized pricing practices, struggled with inconsistent data and approval structures, and were bogged down with manual pricing and contracting processes. They were unable to track which opportunities resulted in customer wins, causing a lack of synergy between sales and other organizations in assessing opportunities, and a lack of metrics to determine if they were successful. Additionally, their legacy and homegrown systems were unable to address increasingly global and volatile channel complexity. ON Semiconductor realized they needed a new solution to solve these issues, plug their revenue leakage, and augment the company's revenue.

Results

Inform Strategy, Fuel Debit and Order Conversion, Boost Productivity

With Model N's revenue management solution, ON Semiconductor has almost tripled its debit utilization metrics, significantly improved order conversion, and captured close to \$20MM back into the company. By automating their global pricing, registrations, and opportunity tracking capabilities, and utilizing the solution's robust analytic capabilities, ON Semiconductor has developed consistent data-driven business practices that increase margins and improve and maintain global prices.

The four month implementation completed on schedule, and achieved a greater than 100% return on the entire project cost in less than a year. Now there are only two ways to get a price at ON Semiconductor: through either a Model N quote or a Model N contract.

“ **Model N is the heartbeat of ON Semiconductor sales operations.** ”

— Randy Keadle, Corporate Pricing Manager,
ON Semiconductor

Hear From ON Semiconductor

Captured close to \$20MM back into company



Randy Keadle, ON Semiconductor

Watch the video: <http://youtu.be/yofBBWkzPA>

New Capabilities

- Automate global pricing and demand generation capabilities
- Generate easily auditable transactions
- Enforce contract compliance
- Gain visibility into pipeline and expected conversion rates for resource planning
- Track and link opportunities and registrations, to quotes in system
- Develop and track clear metrics and goals across pricing and sales
- Identify and focus resources on highest value-add transactions

Model N Customer Since 2003



ON Semiconductor

ON Semiconductor (Nasdaq: ONNN) is a Fortune 1000 semiconductor supplier company, driving innovation in energy efficient electronics. The company offers a comprehensive portfolio of energy efficient power and signal management, and logic, discrete, and custom solutions to help customers solve unique design challenges in a wide range of applications. ON Semiconductor was formerly part of Motorola. www.onsemi.com

Live On Model N

- Americas
- Asia
- Europe


Model N Products at ON Semiconductor

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.

Channel Revenue Management

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

INTEGRATIONS	SOLUTION REPLACED
	<p>Homegrown</p>