AMD Case Study

Real-time, Worldwide Data Collection

AMD is a $6.5 billion semiconductor design innovator founded in 1969 and headquartered in Sunnyvale, California, with over 50 locations worldwide. They are leading the next era of vivid digital experiences with their server computing products that drive industry-leading cloud computing and virtualization environments. AMD's superior graphics technologies are found in a variety of solutions ranging from game consoles to personal computers (PCs) and supercomputers. AMD relies on their distributors and resellers to grow their sales and market share. They currently collect Point-of-Sale (POS) and inventory data from hundreds of channel partners globally and are actively expanding their channel play to support their aggressive go-to-market strategy.

Challenges

AMD employs a two-tier distribution model. They have direct relationships with big distributors all over the world. They sell products to distributors, who then sell to resellers, who in turn sell to end-customers. They have a great first line view of what is sold to distributors and then to resellers but don't know what happens with the product after that point. AMD recognizes revenue when the product is sold to the end-customer, so their ability to recognize revenue on channel sales is seriously hindered. It can take weeks to close their books.

Additionally they didn't know their end-customer, the customer vertical market segment, when the product was sold or even the selling price or discounts used. They just didn't have the information they needed.

Solution

AMD is working with Model N to get the data they need to understand when and how product flows out of the channel. Model N automatically collects POS and inventory data from hundreds of AMD partners worldwide in real-time.

> " *Model N helps us manage our channel so we can drive more revenue.*"
>
> – Senior Manager, WW Channel Management

Model N ensures data quality at every step of AMD's process – collection, normalization, product match, validation and delivery. Model N's matching processes guarantee that AMD's data is complete, accurate and consistent. Automated collection, processing and delivery technologies ensure that AMD receives data in real-time. Validation processes ensure accuracy. Now, AMD can focus on using high quality channel intelligence to grow their channel sales.

Benefits

"Model N helps us manage our channel so we can drive more revenue," stated a senior manager in WW Channel Management with AMD. "It's all about the collection of the data – our channel is global and with Model N's cloud-based CDM solution, we can engage them all around the world. By collecting partner POS and inventory data with Model N's CDM solution, we are able to see when partners are selling product, how much inventory is sitting in the channel, and we can start to look at trends. We can make decisions about what products to focus on based on that analysis. It's all about helping move products through our channel."

Model N Customer Since 2007

AMD

AMD designs and integrates technology that powers millions of intelligent devices, including personal computers, game consoles and cloud servers that define the new era of surround computing. www.amd.com

Deployment Scope

- 548 Distributors and Resellers worldwide
- Process an average of 273,628 monthly transactions

Model N Solution at AMD

- Channel Data Management Operations Manager
- Active Partner Management
- Submissions Scheduler

SOLUTIONS REPLACED
Legacy Systems (Excel Spreadsheets)