



## Business Results

- Timely access to up-to-date forecast with real-time changes
- Maximized revenue potential by avoiding over- or underestimating inventory needs
- Visibility for every level of the organization

*“Right90 gives us the visibility and level of detail we need to be able to ask the right questions – and sometimes the tough questions – so we can make sure we’re on the right track and make adjustments proactively. Our time is valuable, our inventory is valuable, and the risk of not being able to satisfy your customers is huge. Our company is growing rapidly, and Right90 is helping us avoid risks and stay on track.”*

**Andre Bouwer**  
Head of Sales, DisplayLink

**DisplayLink Corp.** is a network display chip and software company that helps people create simple connections between computers and displays via USB, making the benefits of expanded visual workspace widely available. Leading global manufacturers like Lenovo, LG, Samsung, Sony and Toshiba have integrated DisplayLink’s network display technology into an array of consumer electronics including USB-enabled monitors, video docking stations, display adapters and projectors. DisplayLink was the 2008 recipient of the “Outstanding Performance for Private Semiconductor Company” award by the Global Semiconductor Alliance (GSA),

Like many technology manufacturers, DisplayLink has a long, complex, and multi-faceted selling process, but customers demand products just in time. This scenario created a number of challenges not only for Head of Sales Andre Bouwer, but for DisplayLink as a company as well.

DisplayLink sells its technology to leading global hardware manufacturers, and each of these companies has multiple locations for marketing, development, and manufacturing. “For example, one recent deal with a big-name company involved locations in China, Japan and the United States, and we had three different salespeople working on the account,” Andre explains. “This is very typical, and we need to make sure we have a coordinated sales effort.”

A critical factor in coordinating this large-scale, global process is effective forecasting, but Andre realized that without the right tools supporting them, DisplayLink’s forecasting technique would not scale as the company grew. “We used to use Excel,” he recalls, “and we’d rely on everyone to input the data. Then we had to circulate it to three or four different places for approval, people would come back with questions, and we’d send it back again.” With key contributors in different time zones around the world, each step of the process added another day of waiting. “It took us five days just to collect all the information we needed and then longer to check it all for accuracy.”

As DisplayLink grew, this time-intensive and error-prone way of forecasting became untenable. “You can live with this for a month or two, but over time it becomes very cumbersome,” Andre continues.

## The Solution: Right90

DisplayLink found Right90 to be the perfect solution to address its forecasting challenges. Key factors in the company’s selection included:

- **Visibility:** Right90 allows web-based, real-time forecasting and information sharing between multiple users, anytime, anywhere. “It doesn’t matter where someone is or what time it is, everyone has access to the forecast, and we can even look at it at the same time and make adjustments in real-time together,” says Andre.

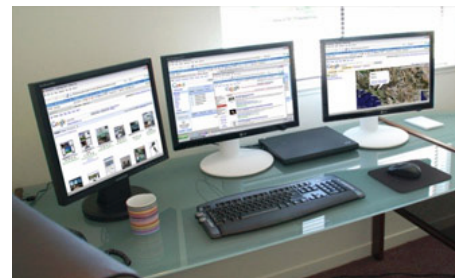
- **Seamless CRM Integration:** Right90 also integrates seamlessly with Salesforce.com, which DisplayLink chose to support its global sales organization, which means that DisplayLink doesn't have to worry about exporting data from one system to another.
- **Alignment and Accountability:** Right90's role-based views give the appropriate level of detail for every function in the company. These drillable views ensure that the same forecast is useful to people in different roles and with different perspectives to align departments and increase accountability to common goals. Andre explains, "Right90 gives us the visibility and level of detail we need to be able to ask the right questions – and sometimes the tough questions – so we can make sure we're on the right track and make adjustments proactively."

## Solution Benefits

Recognizing the company's potential for fast growth, DisplayLink had the foresight to set itself up for forecasting and business success. With Right90, DisplayLink's management always trustworthy data at their fingertips and the confidence to know that following the forecast will help them meet customer and market demands accurately.

"We still have our monthly forecast review meetings with sales, marketing, finance, and operations, but with Right90, the data is always there and we're inputting data constantly," Andre says. "Right now, the economy is changing wildly every day so we need to touch base more frequently. We're holding these review meetings a couple times a week now. Before, we never would have been able to have the forecast updated quickly enough to support that."

Since DisplayLink outsources the manufacture of its semiconductor chips to third parties that require six to ten week lead times, having a reliable, accurate, and up-to-date forecast is imperative. "If your forecast isn't accurate, you risk carrying inventory or not being able to deliver," explains Andre, "and that can completely unsettle your business. There's nothing worse than being unable to deliver." He continues, "Our time is valuable, our inventory is valuable, and the risk of not being able to satisfy your customers is huge. Our company is growing rapidly, and Right90 is helping us avoid risks and stay on track."



## About Right90

Right90 is the recognized leader in on-demand sales forecasting and revenue performance management. The Right90 solution makes it easy to capture and consolidate sales forecasts, provides a single source where sales, finance, and operations teams can view and align with updated forecast information, and gives executives detailed insights into revenue performance over time. Companies in high-technology, media, communications, life sciences, energy, and consumer goods have successfully deployed Right90 to increase visibility, commitment and accountability to revenue performance.



4100 East Third Avenue, Suite 104  
Foster City, CA 94404  
1-877-RIGHT90  
[www.right90.com](http://www.right90.com)