



Business Results

- Less time forecasting and reporting means more time selling and making strategic decisions
- Improved cross-department communication and internal alignment built confidence in the forecast
- More accurate forecasting and real-time access drive proactive management to protect revenue and margins

“With Right90, we have significantly improved visibility and tracking of our business. We’re able to develop the forecast much more quickly, share it on a global basis and track changes across multiple dimensions.”

Don LaVallee

Director of Strategic Business Operations,
Sharp Microelectronics of the Americas

Sharp Microelectronics of the Americas, a division of Sharp Electronics Corporation, provides LCD, optoelectronics, imager and IF/RF components to the world's leading manufacturers of consumer and business technologies.

Challenge

Forecasting revenue is a hurdle in a highly-competitive industry with rapid technology changes and short product lifecycles. Sharp Microelectronics of the Americas (SMA) faced the added challenge of an immense and globally distributed sales organization with seven direct sales offices, twenty independent contracted sales rep firms and seven electronic component distribution partners contributing to its sales process – and thus to its forecast. Complicating matters, SMA drives its global business from multiple manufacturing sites, customer design locations and contract manufacturers. SMA sells more than 28,000 parts from a diversified and yet complimentary group of products.

Director of Strategic Business Operations Don LaVallee manages strategic business operations and IT for SMA. Don needed a system to support this complex business model and the subsequently complex forecasting process in order to maximize the company's opportunity to generate revenue. Using spreadsheets to collect and consolidate forecast data was labor intensive, took weeks to complete, was error-prone and did not link sales forecast data to potential effects on other departments. “We were collecting information on many different product lines in spreadsheets,” Don explains. “When it came time to analyze the forecast, we found we just didn't have a lot of confidence in it. Since we could not see all of our information at once or roll it up quickly, the information we did collect was often out of date.”

Don says, “We needed an on-demand forecasting solution to easily capture and quickly analyze the sales forecast. In addition we needed to link the forecast with near real-time sales management reports and share the sales forecast with our marketing and supply chain planning business units globally.”

Solution

With direction from the president, SMA created a project team that included representatives from sales, marketing and IT. SMA Strategic Business Operations developed an extensive requirements document that guided the company to a combination of Salesforce for CRM and Right90 for forecasting. Key reasons Right90 was the forecasting solution of choice for SMA include:

- **Real-Time Forecast Access:** Right90 gives SMA on-demand access to real-time forecast information and change history across SMA's very complex forecast with a high degree of confidence in the data.
- **Cross-Functional Forecast Visibility:** With Right90, SMA now has complete visibility into forecast changes, their causes, and the effects on sales, marketing, finance, operations and supply chain. This helps align all contributing departments so each can execute on its portion of the revenue plan and sales has the support it needs to hit its number. Information moves rapidly through the integrated systems and is used in complex management reporting before flowing into the SAP APO factory purchase planning system.

- **Easy-to-Deploy and Easy-to-Use:** SMA was able to deploy Right90 quickly and the system has met SMA's key requirements of ease of use, high availability and integration with salesforce.com. "A sales system needs to be efficient, simple and easy to use so salespeople can focus on selling your products, not spending hours a day as data entry clerks," says Don.

With its complete and seamless integration with Salesforce, multiple user views and automatic, real-time updating, Right90 fit the bill for SMA and also provided the fast time-to-value the company required.

Results

SMA saw immediate value from the organization's implementation of Right90, and this value continues to grow over time. The ease of use that was a key factor in the software selection pays dividends in time savings for sales reps, management and IT support staff. "We went from consolidating spreadsheets, which took weeks, to near real-time forecasting," says Don.

Right90 gives SMA granular visibility into all aspects of its forecast, including monthly price, quantity, and revenue by customer; product, channel and region. Eliminating the need for tedious data entry and reporting, Right90 automatically and instantly rolls up forecasts for all products across all accounts and channels. This provides the sales and marketing departments with a system that simplifies data collection and aggregation for management reporting and marketing supply chain planning. The system quickly reflects changing market conditions. "At any time we can push a button, generate the sales forecast, and see in real-time what's changing. Rather than spend time forecasting, our salespeople can focus on doing their job – selling – to drive new business and protect existing business sales."

Another key benefit of Right90 is the increased alignment enabled by cross-functional visibility into the forecast. "We're seeing a great improvement in collaboration. Now that we can see changes in real-time, communication between sales and marketing is much more streamlined and we've improved our coordination on product and pricing decisions," says Don. "The system has acted as a catalyst for creating constructive debate between sales and marketing management. Right90 is not just a system for collecting forecasts, it is a tool to improve communication between marketing and sales."

When Don is asked what return on investment impact Right90 has had on the business, the system's value in time-savings, visibility and collaboration are top of mind, "We're able to develop the forecast much more quickly, share it on a global basis, and track changes across multiple dimensions like products, sales territories and even time." Don summarizes his experience with Right90 by stating, "Marketing managers can hold sales accountable for poor forecasting, and sales can hold marketing accountable for not providing product prices or allocations to support the business relationships sales is trying to grow with new and existing customers. We have better data now, and we're able to manage sales more effectively because we have more confidence in the forecast."



“Right90 has helped us generate constructive discussions around the forecast between our sales reps, sales managers and marketing—resulting in better company focus on what we need to do to win the business. When I hear sales and marketing staff having heated discussions over the numbers in Right90, I know we are getting value from our investment.”

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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.



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