

Model N

ONSemi Case Study

SEMICONDUCTORS



Model N is the heartbeat of ON Semiconductor sales operations."

— Randy Keadle, Corporate Pricing Manager, ON Semiconductor

OnSemi captured close to \$20MM with Model N

Challenges

THE HEARTBEAT OF SALES OPERATIONS
ON Semiconductor is a \$5.8 billion supplier of semiconductor-based solutions headquartered in Phoenix, Arizona, with more than 35 locations worldwide. They offer a comprehensive portfolio of energy efficient connectivity, sensing, power management, analog, logic, timing, discrete, and custom devices. The heartbeat of ON Semiconductor is sales operations and its responsiveness to global pricing, registrations, and opportunity tracking.

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. ON Semiconductor was unable to track which opportunities resulted in customer wins. This caused a lack of synergy between sales and other organizations. In assessing opportunities, they lacked the 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.

Solution

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, ON Semiconductor has developed consistent data-driven business practices increasing margins and improving and maintaining global prices.

The four-month implementation completed on schedule 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 a Model N quote or a Model N contract.



CLICK TO HEAR RANDY KEADLE AT ONSEMI
WATCH THE VIDEO

100%
>1 YEAR

Completed on schedule, and achieved a greater than 100% return on the entire project cost in less than a year.



**MODEL N
CUSTOMER
SINCE 2003**

ON Semiconductor (Nasdaq: ON) is driving energy efficient innovations, empowering customers to reduce global energy use. The company is a leading supplier of semiconductor-based solutions, offering a comprehensive portfolio of energy efficient connectivity, sensing, power management, analog, logic, timing, discrete, and custom devices. The company's products help engineers solve their unique design challenges in automotive, communications, computing, consumer, industrial, medical and aerospace/defense applications. ON Semiconductor operates a responsive, reliable, world-class supply chain and quality program, and a network of manufacturing facilities, sales offices and design centers in key markets throughout North America, Europe, and the Asia Pacific regions.
www.onsemi.com

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 Management

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

Deal Intelligence

Empowers your sales and marketing staff with interactive tools that analyze relevant customer, price, margin, win/loss, and competitive data.

LIVE ON MODEL N

01 North America 02 Asia Pacific 03 Europe

SOLUTION REPLACED

Homegrown

KEY INTEGRATIONS

ORACLE®

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

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