

# Sharp Microelectronics

## Sharp Increases Sales Visibility with Right90

Sharp Microelectronics of the Americas (SMA) is the US-based microelectronics sales and marketing unit of Japan's Sharp Corporation, one of the world's largest electronics companies. SMA develops and manufactures LCD, optoelectronics, memory, imaging and RF/IR components.

With their large number of product offerings, Sharp executives knew that visibility into changing customer demand was critical for growing revenue while keeping their inventory levels manageable. However, getting real-time insight into customer demand was challenging. While SMA relied on information from their front lines, it was difficult to consolidate information across their global network of internal and external sales channels. The lack of a common, sales-friendly application further reduced the reliability and consistency of their sales forecasts. Furthermore, relying on historical sales data was inadequate because of frequent new product introductions and their cannibalization of existing run-rate business.

### The Solution

Sharp Microelectronics deployed Right90 along with Salesforce because they realized they needed a better way to capture sales forecasts and get insight into customer demand. There were several reasons why Right90 was the right choice:

**Executive Visibility:** As part of the deep analytics that Right90 provides, SMA executives can quickly identify changes to the overall sales forecast and understand the impact to revenue goals, channel allocations and specific markets. Right90 email alerts can ensure that executives get notified of issues early, so they can respond immediately.

**Ease of Use:** Right90 and Salesforce provide SMA salespeople, rep firms and distributors an easy to use interface, so they can quickly and accurately update their opportunities and sales forecasts. Right90's off-line forecasting makes it even easier for sales reps to update their forecasts whenever and wherever they are. Right90 and Salesforce are also flexible and configurable enough to handle the unique needs of SMA's many different product lines and channel requirements.

**On-Demand:** Right90 and Salesforce are both on-demand applications which require minimal IT support, making it much easier to deploy and maintain for a global sales network like SMA's.

### Solution Benefits

The integrated solution of Right90 and Salesforce was deployed in just months to almost 200 globally dispersed internal and external users. Because Right90 and Salesforce are so easy to use, almost all of SMA's sales reps and channels now consistently submit their sales forecasts. With the latest sales data at their fingertips, SMA executives can now make better decisions on how to meet customer demand while keeping inventory under control.

### For More Information

Contact Right90 to learn how you can get better visibility into your sales forecasts. Visit us at [www.right90.com](http://www.right90.com).

### Business Results

- Executive visibility into changes in customer demand
- Improved inventory levels through more accurate and timely sales forecasts
- Deployed solution to 280 internal and external users

“ Leveraging Salesforce and Right90, we are significantly improving visibility and tracking of our business. ”

Don Lavalley, Director of Strategic Business Operations  
Sharp Microelectronics

