



## Microelectronics Manufacturer

### Problem:

The client has been chartered with managing “design-win” activity globally. They needed to provide:

- The existing functionality of the U.S. proprietary application
- Support for localization in Europe and Asia (i.e. language and currency).
- The ability to track and manage sales
- Linkage of multiple manufacturing companies and locations to product design opportunities by providing a clear distribution path
- Interface with Siebel in Europe
- Ease of use

### Solution:

Recommended the implementation of CRM 4.0 with Mobile Sales (Design Registration), Business Warehouses, SEM and Enterprise Portal to provide baseline functionality for the “Design-Win” process. Customization focused on the following:

- Configuring the user interface to make it user friendly (easy navigation with company-specific attributes)
- Forecasting – enhancing forecast entry capabilities
- Conversion of existing data
- Building customized reports for all user groups
- Training for client employees
- Interface with Siebel system in Europe
- Provide deployment assistance in Europe & Asia

### Benefit:

- Unification of “Design-Win” system
- Connectivity between SAP Portal, CRM and Mobile applications
- Rapid development in Europe by reuse of U.S. model
- Accurate tracking of sales and distribution
- Clear audit trail

### The Customer

Sharp Microelectronics of the Americas (SMA) offers a wide range of technologies with proven manufacturability based on years of experience as a leading supplier of Flat Panel Displays, Memory, MCU & SoC, Imaging, Optoelectronics, RF, and Smart Cards– all proven in Sharp's own System Solutions Designs. Sharp is in the electronic component business as an OEM manufacturer. More than half of the products go through distribution and contract manufacturers.

### The Vision

To develop a global “Design-Win” application that allows sales reps and sales employees to track opportunities, manage forecasts, track sales activity, identify competition and identify sales teams. The solution would provide worldwide sales and marketing management with operations reporting required to manage the sales process and to track demand trends.

### The Right Solutions Partner

Sharp required a partner who would work with them to convert a highly regarded, proprietary legacy system into an application that could be used and understood on a global level. Since the SI is a global corporation which has experienced many of the same international issues, the SI was able to provide global reach and expertise of a true mentor. And was able to implement the software, provide the training and deliver in results within a 6 month timeframe.