

Right90 High-Tech Manufacturing Edition For Salesforce.com

Benefits

- ❖ Manage sales for new product introductions, line extensions and more
- ❖ Track new and existing run-rate business across all channels
- ❖ Grow revenue by increasing visibility into opportunities and sales forecasts
- ❖ Improve sales productivity by streamlining forecast and pipeline management

High-Tech Success

- ❖ Alereon
- ❖ Aperto Networks
- ❖ DisplayLink
- ❖ Ember
- ❖ Emerging Display
- ❖ Luminary Micro
- ❖ Mellanox Technologies
- ❖ Quantum
- ❖ QuickLogic
- ❖ Renaissance Electronics
- ❖ Sharp
- ❖ WJ Communications

Delivering Success on Demand for High-Tech Manufacturing

Dynamic market trends, frequent new product introductions and complex sales channels make visibility into overall customer demand increasingly difficult for all types of high-tech manufacturing companies. Whether your company is a Fortune 500 OEM or a mid-sized component manufacturer, inaccurate or incomplete sales information can severely impact your business, often leading to product stockouts, excess inventory and lower margins.

Salesforce.com and Right90 provide high-tech manufacturing companies a streamlined, intuitive and integrated way to accurately capture real-time customer demand across all your sales channels, products and geographies. Instead of relying on fragmented processes and manual spreadsheets to manage opportunities and sales forecasts, high-tech manufacturers can use the High-Tech Manufacturing Edition for Salesforce.com to get the visibility they need to run their business.



Manage All Sales Across All Channels

The High-Tech Manufacturing Edition for Salesforce.com embeds best practices for high-tech hardware companies, leveraging years of process expertise in CRM and forecasting, deep domain expertise in high-tech manufacturing and the advice of our numerous joint customers.

Salesforce and Right90 help all your sales channels capture critical information related to your company's hottest deals, including potential OEM or contract manufacturer partners, RFP requirements, datasheets, prototype delivery dates and more. Built-in best practices makes it easy to track and analyze NPI's (new product introductions), line extensions and existing run-rate business. The on-demand architecture of the High-Tech Manufacturing Edition provides easy access no matter where your direct sales team, rep firms and distributors are located, while robust security ensures that sensitive sales information is available only to the appropriate people and channels.

The High-Tech Manufacturing Edition for Salesforce.com also provides you the executive analysis you need to run your business through intuitive dashboards and configurable reports. You can view graphical information and then drill down into your sales pipelines to understand performance across different customers, channels, product families and regions. By having all opportunity information in a single place, you can also identify and resolve any sales issues, such as poor pipeline flow, revenue risks and stalled opportunities.

“ Our sales team’s productivity increased by over 60% using salesforce.com and Right90. ”

— Haresh Patel
EVP, Sales and Marketing
WJ Communications



WJ Communications, Inc.

Editing Plan: Current Forecast				January 2008	February		
Project Name	Opportunity Name	Sub Regl.	Product Name	Quantity	Price	Revenue	Quantity
Anadarko							
Partner Integration	Partner Integration	Eastern	W3714	255	\$36.00	\$9,180.00	266
Partner Integration	Partner Integration	East	OEM RF deck	458	\$100.00	\$45,800.00	458
(2 rows)				713	\$77.11	\$54,980.00	730
ATA Defense							
Integration Support	Integration Support	Eastern	W3715	243	\$200.00	\$48,600.00	255
Integration Support	Integration Support	East	DirectedAP	1,120	\$1,000.00	\$1,120,000.00	1,120
(2 rows)				1,363	\$857.37	\$1,168,600.00	1,375
Baltimore Gas/Electric							
JSLM Opportunity	Evaluation	North China	W3715	2,231	\$900.00	\$2,007,900.00	2,231
JSLM Opportunity	JSLM Opportunity	Central	Eclipse	112	\$78.00	\$8,736.00	117
JSLM Opportunity	JSLM Opportunity	East	CAMM	231	\$678.00	\$156,618.00	231
JSLM Opportunity	Evaluation	Central	DirectedAP	2,032	\$90.00	\$182,880.00	2,032
(4 rows)				4,606	\$511.54	\$2,356,134.00	4,611
Chesapeake							
Totals or Average Unit Price:				39,009	\$603.64	\$23,547,36...	39,592
					\$594.85	\$23,551,45...	39,525
					\$595.83	\$23,550,11...	118,126
						\$998.08	\$70

Get real-time visibility into customer demand by staying on top of all sales information across all your sales channels — all within Salesforce.com.

Get Insight into Customer Demand

The High-Tech Manufacturing Edition for Salesforce.com is the only solution that approaches forecasting with high-tech sales teams in mind. With just a few clicks, salespeople from your direct sales team, rep firms or distributors can capture detailed forecasts, including quantity, price, revenue and more, while you can get executive-friendly alerts and reports you need to hit your number. Instead of spending time in manual and error-prone spreadsheets, your sales channels can use Salesforce and Right90 to easily update prices, quantities and revenues over time. The Excel-like interface has been designed based on the feedback from our high-tech hardware customers, allowing your sales reps to quickly update forecasts, shift forecasts over time and view forecast changes. Salesforce and Right90 also roll up real-time forecast details across all opportunities, so you can see real-time numbers by sales channel, product family, OEM partner or region. By having all sales forecast data in a central location, you can also quickly understand the variance to your overall sales plan, identify potential sandbaggers and make real-time adjustments to get your numbers back on track.

Get Rapid Results

As pure on-demand solutions, Salesforce and Right90 have delivered rapid results to high-tech hardware companies of all types and sizes through an extremely intuitive interface, seamless integration and multiple deployment options. The flexible on-demand platform drives sales success while minimizing the impact to your company’s IT infrastructure. To quickly accelerate high-tech success, Salesforce and Right90 also partner with leading technology and consulting firms to provide seamless end-to-end solutions to high-tech manufacturing companies.

For More Information

Contact your account executive to learn how salesforce.com and Right90 can help you accelerate high-tech manufacturing success.

Right90

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