

Eltropy helps Fairchild Semiconductor (Now: On Semiconductor) empower sales

“ There is a lot of noise and the Eltropy platform cuts through the clutter. Sales can easily pick up information and get it from the platform ”

- Chris Allexandre, (Former) Senior Vice President, Global Sales, Marketing and Supply Chain, Fairchild Semiconductor



Fairchild is a founding pioneer in the semiconductor industry and hasn't stopped innovating since. The company has a rich history of developing and manufacturing a comprehensive portfolio of low to high-power electronic solutions for mobile, industrial, cloud, automotive, lighting and computing industries. Fairchild prides itself on shortest time taken from concept to silicon, strong customer support and a flexible and multi-source supply chain.



Location - Sunnyvale, CA
Industry - Semiconductor

85%

Adoption of Eltropy by
Sales organization

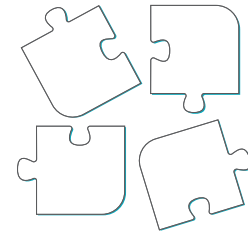
2hrs → 10min

Change in sales & distributor
time spent finding content

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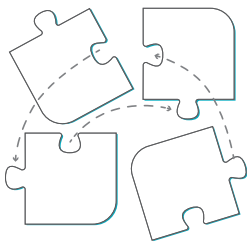
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A recent objective was to increase sales empowerment to create deeper connections with customers through account management and other activities. Delivering fresh, updated collateral and enablement tools to salespeople's desktops was difficult. There were **multiple, disparate sources** for internal sales information and customer-facing materials. Salespeople struggled to navigate all the resources and often experienced **version control issues**. The sales journey was affected and leads were lost all along the way.



Challenge

“ Eltropy usage continues to grow as sales people feel empowered using the tool and recommend it to their colleagues ”



Solution

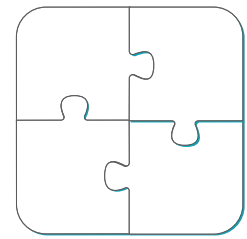
The company envisioned a seamless product information flow from marketing to sales, distributors and customers.

- Access to content from any mobile device
- Automatic sync of all files to users' PCs and Macs
- Instant notification of new content, with direct links to the latest version
- Feedback sent directly to content owners
- Viewing permissions tailored to roles
- Detailed analytics on user profile and behaviors

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The response from salespeople and distributors has been extremely positive. Eltropy helped equip Fairchild's salespeople with all the right information and also enable deeper & faster connections with customers and engineers. Results include:



Result



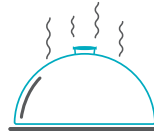
Faster Response

Proactively keeps distributors **ahead of the curve**



Customer Satisfaction

Higher service levels to respond to customer and distributor requests

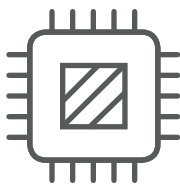


Always Fresh

Immediate updates on new or revised content for sales & distributors

“ We’re changing the way we engage with customers, it’s next level, more modern and helps create a community ”

- **Preet Sibia**, Director of World Wide Distribution, Marketing, and Business Development, Fairchild Semiconductor



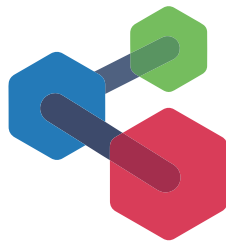
Future Use Cases

The Eltropy platform has enabled Fairchild to overcome several systemic challenges for sales and distributors in a short time with one cloud-based platform. To build on that success:

- Share select content from Eltropy with customers
- Salespeople deploy account based marketing campaigns to support new product introduction

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