

MICROCHIP

COMPASS PLATFORM IMPROVES COLLABORATION

Microchip Technology Raises Team
Efficiency and Performance

| FIRST, THE CLIENT AND THEIR UNIQUE NEEDS

Microchip Technology Inc. is a leading semiconductor supplier of smart, connected and secure embedded control solutions. They're committed to delivering quality products and building meaningful business relationships with their clients.

With continued growth and a maturing workforce creating a need to bring in new specialists, Microchip found it challenging to train and onboard new client engagement members efficiently, while preserving the same type of personalized experiences the company provided when starting out three decades ago.

Mastek's challenge was to assist Microchip in creating a platform where client engagement teams and business units could collaborate around client engagement to drive design wins and revenue. The new, Salesforce based platform would bring the full sales pipeline, valuable insights from business units, and AI intelligence into a single dashboard – simplifying the sales process, maximizing attach rates, and creating a much easier to use system for new hires.

| BUSINESS CHALLENGES

Microchip saw an opportunity to bring their instance of Salesforce Sales Cloud to an enterprise

level solution, but, similar to many companies in the semiconductor industry, they had a unique set of challenges. Due to extensive testing requirements and long term projects, some sales pipelines took years to close. Their existing system did an adequate job of tracking these projects; however, information was still being lost to disparate systems and manual tracking. In addition, extensive training was needed to become proficient in their use, frustrating new hire onboarding efforts. This made it hard for new team members to ramp up quickly or get a full picture of the accounts they were stepping in to handle. Finally, Microchip's tech stack was complex, in various stages of modernization, and had a lot of moving parts. It was vital that any integrations or Salesforce customizations worked seamlessly with their existing technologies and caused zero disruption to their operations.

Mastek was selected as their consulting partner due to our extensive knowledge and expertise in Salesforce CRM application configuration, enterprise architecture, and system integration. As a team, we collaborated to define, develop and implement a new platform under the official name "Compass."

"With a deep resource bench of functional and technical Salesforce experts, strong Agile practices, and their flexibility in project resourcing, Mastek is an exceptional SFDC implementation partner!"

Barret Hartman
Information Services Manager
Microchip Technology Inc

| OUR SOLUTION

Compass was created using the full power of Salesforce Lightning and a suite of customized apps to bring the sales process fully into the cloud and integrate with their existing tech stack. It pulled together the full opportunity pipeline, project history, and vital operational data onto a single pane of glass. Einstein Analytics added predictive analysis to the sales dashboard to make custom recommendations for maximizing attach rates.

Processes that were previously tracked manually, or existed in isolation, were brought into one location, simplifying the sales process and easing onboarding stress. Using integration software, accounts were kept up to date in real time and could be accessed globally.

In addition, careful change management was implemented to ensure buy-in across the enterprise and high adoption rates. Microchip had well over a thousand employees who would need to utilize Compass, so training was a key component to their digital transformation.

"We would highly recommend Mastek and team to drive Salesforce.com development, design, and deployment!"

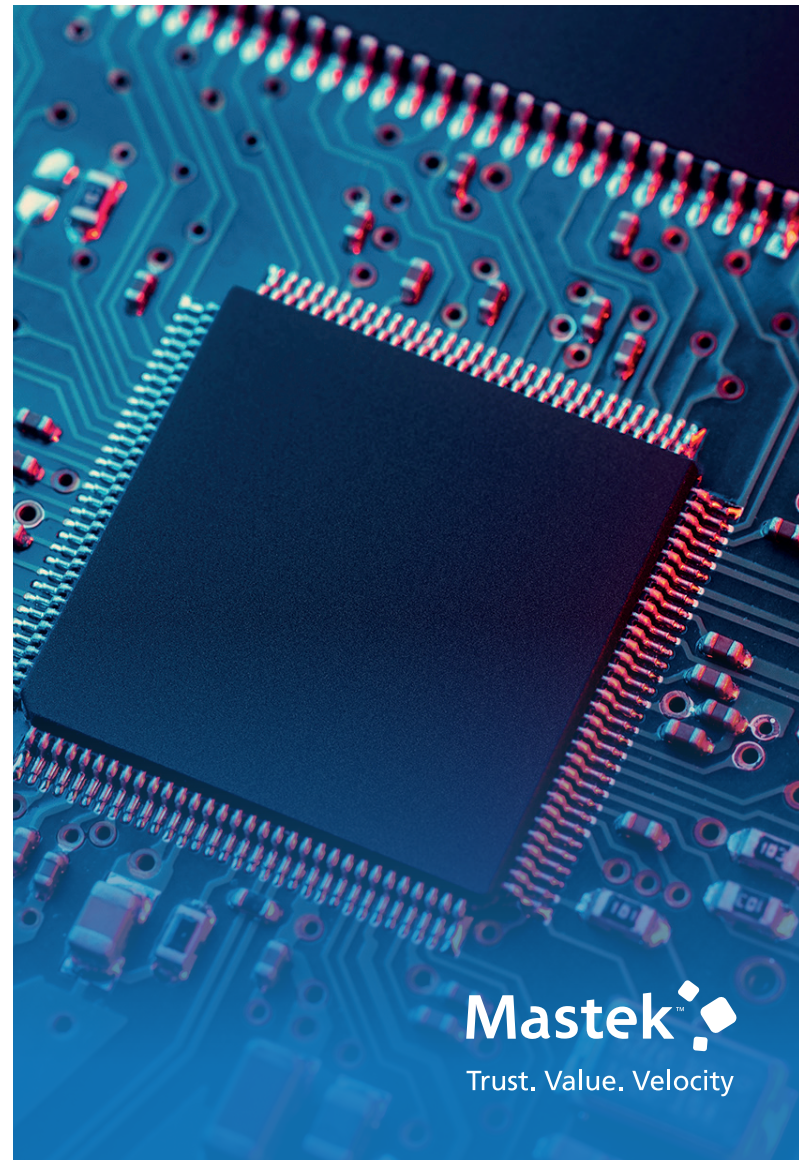
Mike Malinas
Global Sales and Business Leader
Microchip Technology Inc

| THE RESULTS

- More than 1,400 employees trained
- 87% adoption of the Compass platform
- 30 key features developed

During the client engagement training and onboarding process, more than 1,400 Microchip employees were onboarded to the new system. Microchip was able to achieve an 87% adoption rate for the new Compass platform. This fully customizable, scalable solution now provides better and more timely access to technical product knowledge, fostering collaboration and more effective communication throughout the organization.

The seamless scalability of Salesforce Sales Cloud has supported Microchip Technology's unique client engagement process. Partnering with Mastek helped accelerate the journey to delivering a unified customer experience their customers expect.



Mastek
Trust. Value. Velocity



| ABOUT

Mastek is a turnkey & trusted Digital Engineering & Cloud Transformation partner that delivers Innovative Solutions and Business Outcomes for clients in Healthcare & Life Sciences, Retail, Manufacturing, Financial Services, Government/ Public Sector, etc. We enable customer success and business change programs by partnering with enterprises to unlock the power of data, modernize applications to the cloud, and accelerate digital advantage for all stakeholders. Customers Trust Mastek to deliver Business Value with Velocity and we operate in 40+ countries including the UK, Americas, Europe, Middle East, APAC with ~5000 employees. We are in the business of de-complexing Digital and making our clients future-ready with an industry-first approach. For more details, please visit our website www.mastek.com.

"I commend both teams for true co-creation and collaboration! Mastek has been an extension of the Microchip family on our journey."

Mike Malinas
Global Sales and Business Leader
Microchip Technology Inc

| TECHNOLOGIES USED

- Sales Cloud Lightning
- Account and Opportunity Management
- Chatter Collaboration
- Integrations
- Middleware
- Quote Management
- Product Management
- Intelligent Knowledge Library
- Mobile Experience
- Outlook Integration
- Nintex
- Einstein Analytics
- Reports and Dashboards

