



Business Results

- Revenue forecasting is no longer a guessing game – stable, reliable forecast enables greater business insight
- Integrated “opportunity to forecast” process encourages best practices forecasting and benefits every layer of the business
- Hassle-free forecasting has become a part of daily life

QuickLogic Corporation (NASDAQ: QUIK) is the leading provider of flexible semiconductor platforms for the hand-held mobile device market. After serving the programmable logic semiconductor markets for nearly twenty years, the company decided two years ago to change its business model, creating a new solution platform – called a Customer Specific Standard Product (CSSP) – and entering new markets to cater to original equipment manufacturers (OEMs) and original design manufacturers (ODMs) in the handheld mobile device market segment.

As it began this transition, QuickLogic realized it needed a way to forecast end-of-life products, mature products, and its newest CSSP offerings – all at the same time. Because the company was and is shifting its focus, every deal is critical for the success of the new business approach. For this reason, Andy Pease, who was VP of Worldwide Sales at the time, sought a solution that would track the forecast deal by deal and allow him and others at the company to view the forecast at each stage of the sales cycle.

QuickLogic deployed SalesforceCRM, but realized that it lacked the capabilities needed to support forecasting for the three products areas. To compensate, QuickLogic resorted to using Microsoft Excel: Sales was responsible for forecasting revenue from the new product, while predicting the forecast for end-of life and mature offerings fell to operations, creating a disjointed and time-intensive forecasting process.

The Solution: Right90

Right90 proved itself to be the antidote to QuickLogic’s challenges and was selected for several key reasons:

- **Single System, Single View:** Right90 provides a system of record for QuickLogic’s forecast so everyone inputting information is using the same tool, which then offers a single resource for questions about the forecast – whether from reps, operations or executives. “Right90 lets both sales and operations work on and view the forecast in the same environment,” explains Andy.
- **Seamless CRM Integration:** Right90’s tight integration with Salesforce CRM means that QuickLogic has a closed-loop process from opportunity to forecast. The two applications work in concert so QuickLogic doesn’t have to worry about transferring information between systems. “I’m a big believer that opportunity management should lead directly into forecasting,” says Andy, “and that’s impossible to do if you have disconnected tools for different parts of the sales cycle.”
- **Ease of Use:** Thanks to this seamless integration, Right90 is extremely easy to use and takes the hassle out of entering forecast data and rolling it up. Andy explains, “To the user, forecasting is a seamless extension of their everyday activities using Salesforce. As soon as a rep finishes a call, the forecast is just a click away, and they don’t feel like they have to spend a whole day going into another program to update it.”

“During the first year of QuickLogic’s transformation, our forecast was all over the map. Certainly, predicting the future is a challenge in any type of sales environment and success depends largely on getting reliable input from customers, but Right90 has helped us create a repeatable process with rules for each stage of our sales cycle. The result has been a more stable, higher quality forecast and better business insight.”

Andy Pease
President

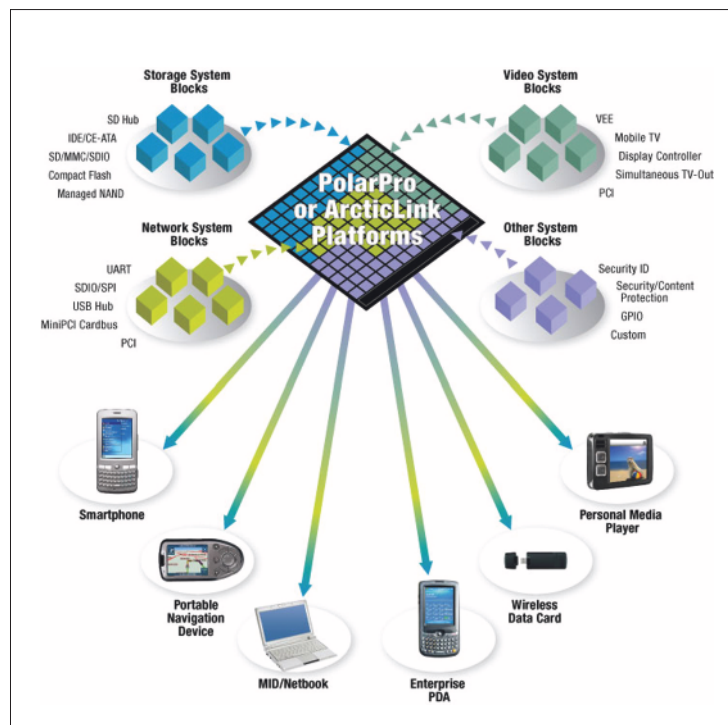
Solution Benefits

The same qualities that led QuickLogic to select and deploy Right90 have paid off in tangible benefits that make a difference in both workflow and long-term planning at the company. Right90 provides Andy and his colleagues a simple answer to a complex forecasting challenge. It's easy to enter information in the system and easy to view that the forecast in any level of detail. "The Right90 forecast is invaluable to me as a sales executive, and there's a great benefit to the reps who use the system every day as well," explains Andy. "Forecasting becomes a part of daily life rather than an interruption. Reps are able to provide management with the valuable information we need, without undue stress and without becoming administrators."

Beyond taking the pain out of forecasting, Right90 has become a valuable source of guidance for QuickLogic's business, helping keep the company on track to meet its goal. "During the first year of QuickLogic's transformation, our forecast was all over the map," Andy recalls. "Certainly, predicting the future is a challenge in any type of sales environment and success depends largely on getting reliable input from customers, but Right90 has helped us create a repeatable process with rules for each stage of our sales cycle. The result has been a more stable, higher quality forecast and better business insight."

Because Right90's always-ready forecast consolidates data from multiple sources to create a bottoms-up view of revenue predictions, it provides the necessary reality check to help QuickLogic make strategic adjustments. Andy says, "At the beginning of the year, we were able to look at the forecast and see that our timeline for QuickLogic's transformation were too aggressive. Having that insight in time allowed us to make changes to the business and adjust our burn rate. Now we feel very good about where the company is."

Andy continues, "Crisis and chaos create opportunity, but you have to be able to see where that opportunity is in order to capitalize on it." With Right90 providing QuickLogic with a reliable and up-to-date revenue forecast that's accessible to everyone who needs it, the company is well-positioned to jump on any opportunity that might be hiding in the chaos of today's economic turmoil.



About Right90

Right90 is the recognized leader in on-demand sales forecasting and revenue performance management. The Right90 solution makes it easy to capture and consolidate sales forecasts, provides a single source where sales, finance, and operations teams can view and align with updated forecast information, and gives executives detailed insights into revenue performance over time. Companies in high-technology, media, communications, life sciences, energy, and consumer goods have successfully deployed Right90 to increase visibility, commitment and accountability to revenue performance.

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