

Client Storytelling

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How Persistent helped Soitec harness its exponential growth with Salesforce

Persistent has demonstrated great expertise, notably in rising to the challenge of developing a customized and complex forecast management tool. Their ingenuity and skill in building this tool enabled Soitec to estimate the demand for a growing number of products and customers over eight quarters.



Christophe Cordina,
Deputy sales director Soitec

Key figures :

- 1992 : Soitec was established
- Turnover of € 597.5 million in 2019-2020
- Growth of 22% since 2018-2019
- 1,600 employees
- 6 manufacturing lines globally

The Client

Everyone with a smartphone, tablet or computer, uses Soitec's products daily, although hardly anyone would know it.

Soitec are world-leading suppliers of components to the microelectronics industry. They've made innovative semiconductor materials from their base near Grenoble for almost 30 years. A listed company renowned for its industry expertise and cutting edge technologies, Soitec's high performance, energy-efficient products are essential in the manufacture of chips for smartphones, tablets, computers, computer servers, and data centers.

In recent years, Soitec has experienced an exponential growth that shows no signs of slowing: The market forecast is for ongoing high sales based on the impact of 5G, artificial intelligence, and exploding demand for energy-efficient products. If Soitec was going to sustain record growth, they urgently needed to equip their team with an appropriate CRM. The company decided to entrust this project to Persistent.

Key figures



Licences

65

users



Duration

10

months



Year

2020



Product

Sales Cloud



Next integrations

Service Cloud



www.soitec.com

A successful project relies on the customer and the supplier being a unified team. This was the case with Persistent from our very first exchange. Furthermore, their agile methodology was ideal for our type of project which needed progress in small concrete steps and over several iterations.

Dominique Duret, Soitec IT Project manager

The Challenge

In just three years, the value of Soitec's sales more than doubled. In 2019-2020 they reached nearly 600 million euros. Historically, the volume of customers hadn't justified the implementation of a CRM.

Suddenly, Soitec's customers included the most significant global players in the semiconductor industry. Their portfolio of top-quality components expanded accordingly. Now it was essential to upgrade from Excel spreadsheets, Google files, and multiple emails.

Persistent faced three challenges to integrating Sales Cloud for Soitec. Two of these were well-known and central to the scope of many other projects. The third challenge was specific to the evolution of the field in which Soitec operates.

Soitec's CRM needed to enable their teams to:

- \ Manage, monitor, record, and share all commercial activities. In addition to sales data, staff needed timely, efficient access to prospective customers' information, including how leads were found and followed up.
- \ Simplify and smooth their processes for collaborating on fresh opportunities and monitoring current negotiations.
- \ In addition, Soitec needed a flexible, customized Demand Management tool capable of predicting demand over eight quarters.

The Solution

Persistent integrated the Salesforce CRM Sales Cloud with Soitec's information system. This perfectly integrated system is also linked to Oracle ERP and all the Google tools, including Gmail, Calendar, and drive.

Soitec's customer information management went from scattered to synchronized: Sales Cloud centralized all Soitec's commercial data across its six business units. Product managers, salespeople, and senior management: everyone can access any interaction with an existing customer. Furthermore, Soitec's teams can evaluate and maximize new opportunities.

None of the existing forecast management tools matched Soitec's precise requirements. They needed a bespoke tool capable of monitoring data from three sources:

- \ Orders already invoiced
- \ Orders in progress but not yet delivered
- \ Published sales forecasts for products not yet ordered

The challenge was to:

- \ Collect this continually evolving information from sellers closest to the customers
- \ Consolidate the data at Soitec's headquarters
- \ Adjust it according to the company's objectives

Persistent customized the Salesforce platform by tailoring input screens for the sales team and Soitec's head office Demand Manager. This innovation enabled Soitec to verify customer demand based on dynamic data.



We particularly appreciated Persistent's ability to understand our business needs and respond with concrete solutions. 'Availability,' 'flexibility,' and 'excellent listening skills' are the top words to describe their approach.

Christophe Cordina, Deputy Sales Director Soitec

The Result

The training and deployment of Sales Cloud was a success. Soitec's entire staff appreciate the daily benefits of using an intuitive, efficient, easily accessed system. For the company, the benefits of Salesforce are multiple:

- ✓ Enhanced customer relations due to seamless information sharing via a single data source. The CRM records every contact detail;
- ✓ Faster, more efficient processing of customer requests thanks to streamlined access to each customer's sales history;
- ✓ Accurate, targeted demand forecasting that satisfies Soitec's management and their customers, thanks to a customized, easy to use forecasting tool developed by Persistent.

Next Steps

Persistent's successful partnership with Soitec continues. In the next phase, we will integrate the Salesforce Customer Support Service Cloud application to support agile, timely responses to customer requests for technical support.

We are grateful for our relationship with Persistent as one of our trusted partners for the past 17 years. As a Platinum partner, Persistent's global Salesforce practice works side by side with us as we support our customer's success.



Leon Mangan
Salesforce SVP Alliances et Channels
EMEA & LATAM

Skills & Certifications

Management of complex multi-cloud projects. More than 470 certifications (Feb. 2021), including FSL, CPQ, Marketing Cloud, Pardot, B2B Commerce, Heroku and Mulesoft.

About Persistent

With 13,000+ employees around the world, Persistent Systems is a global solutions leader delivering digital business acceleration, enterprise modernization, and next-generation product engineering.

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