

case study

Lattice Semiconductor

Lattice Semiconductor Calls on Saba Centra OnDemand to Improve Training and Communication

Solution Overview

Industry — Semiconductors

Challenge

The company needed a timely and cost-effective way to inform its global sales team about product launches and new solutions for system design, as well as to support customers worldwide

Benefits

- Provides for more effective and cost-efficient communication with both sales representatives and customers worldwide
- Improves the quality and timeliness of training for new product launches
- Delivers added flexibility and convenience as a hosted solution, compared to an on-premise option
- Reduces travel expense and nonproductive time
- Offers easy, online access to recordings of meetings for those who cannot attend live sessions
- Extends training benefits to other groups such as the customer service and IT teams

Solution

Saba Centra OnDemand

Lattice Semiconductor Corporation provides the industry's broadest range of programmable logic devices (PLDs), including field-programmable gate arrays (FPGAs), complex programmable logic devices (CPLDs), mixed-signal power management and clock-generation devices, as well as industry-leading products based on serializer/deserializer (SERDES) technology. The company sells its products worldwide through an extensive network of independent sales representatives and distributors, primarily to original equipment manufacturers in communications, computing, industrial, consumer, automotive, medical and military end-user markets.

“We don't have the same resources to draw on as some of our larger competitors, so it's essential we work smarter and more efficiently. Thanks to the cost-effectiveness of Saba Centra OnDemand, we're able to communicate globally as often as we need to.”

Bart Borosky, Online Marketing Manager
Lattice Semiconductor

Lattice Semiconductor competes against larger companies in the programmable logic industry. To succeed, Lattice knows it must be more nimble than its competitors. One of the keys is to keep its network of independent sales representatives and distributors — as well as customers around the globe — well informed through timely information about product launches and the latest solutions for system design. To enhance communication and improve its training, Lattice Semiconductor selected Saba Centra OnDemand, a hosted online learning environment that supports interactive e-meetings, webcasts and virtual classroom learning.

“We were looking for a flexible, low-cost way to share technical information not only with our internal sales force, but also with customers worldwide,” said Steve Stark, director of marketing for Lattice Semiconductor.

Added Bart Borosky, online marketing manager for Lattice, “We don’t have the same resources to draw on as some of our larger competitors, so it’s essential we work smarter and more efficiently. Thanks to the cost-effectiveness of Saba Centra OnDemand, we’re able to communicate globally as often as we need to.”

Trimming Travel Time and Costs

Before Lattice Semiconductor began using Saba OnDemand in the early 2000s, technical training for salespeople often required extensive travel. With sales representatives and distributors around the globe in Asia, Europe and across the U.S., the travel expenses and additional cost of lost time were considerable.

The only alternative was to arrange a conference call, and email presentations and other materials in advance of the call. This was not nearly as productive, especially for time-critical product launches.

Saba Centra OnDemand provides Lattice with a variety of tools for real-time, highly interactive Web-based conferencing, such as application sharing, yes/no polling and a markup tool so participants can highlight key areas in presentations and spreadsheets. Lattice uses the conferencing solution for product launches, one-on-one and small-group training, and demonstrations, and the director of marketing also conducts webcasts for Lattice’s worldwide sales team.

“With sales representatives in all the major global markets, holding face-to-face marketing meetings would be much more difficult — physically and financially,” Borosky noted.

Enhancing Customer Communications

Equally important, Lattice Semiconductor has used Saba Centra OnDemand to reach out to customers. Lattice conducts monthly customer webcasts using the Saba Centra real-time conferencing solution. Perhaps because of the technical nature of the products in the programmable logic industry, webcasting is essential for successful sales and training.

“To stay competitive in our industry, it is essential to have a good webcasting tool,” said Borosky. “Saba Centra

OnDemand is an effective way to reach a broad group of customers. There’s no other way to communicate with as many people — it would just be far too expensive and time-consuming.”

The hosted Saba Centra OnDemand solution provides the flexibility to easily increase the seats for a particular webcast to almost any number.

“With the fixed monthly cost of Saba Centra OnDemand, the more webcasts we conduct, the more we save,” Borosky noted. “Every meeting or training session saves us thousands of dollars in travel costs alone.”

“We’re pleased with the Saba Centra solution. It’s easy to use and continues to provide us the cost savings and improved efficiency we need to succeed in a very challenging market.”

Bart Borosky, Online Marketing Manager
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Posting Recorded Webcasts Online

In addition to streamlining and enhancing live communications among its sales team and customers, Lattice Semiconductor uses Saba Centra OnDemand’s built-in recording capabilities to record each webcast and posts the recordings on its Web site. Lattice’s goal is to reach about five times the original audience with the replays, which further contributes to the conferencing solution’s cost-effectiveness.

Extending Benefits to Other Employees

Lattice Semiconductor has approximately 1,000 employees worldwide. Future plans for Saba Centra OnDemand include extending the solution to the company’s customer service and IT groups, to help facilitate improved training and coordination via the application-sharing feature. The conferencing solution’s user-friendly interface and self-guided tutorial makes it easy to learn and use.

“We’re pleased with the Saba Centra solution,” commented Borosky. “It’s easy to use and continues to provide us the cost savings and improved efficiency we need to succeed in a very challenging market.”