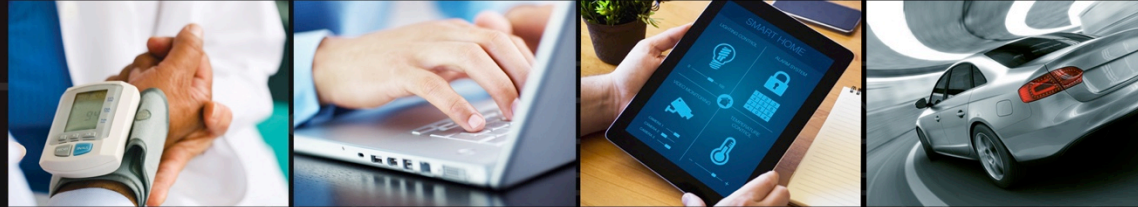


A Leading Provider of Microcontroller, Security, Mixed-Signal, Analog & Flash-IP Solutions



***Microchip FPGA Customer Champion Program  
Abdullah Muktadir  
Space Forum 2019***

- **Introduction To Customer Champion (CC) Program**
- **CC Program/Role – Two Aspects**
- **CC Role Details**
- **Tiered Customer Support**
- **Additional Guidelines/Status**
- **POCs For ISRO**

# Introduction To Customer Champion (CC) Program



- **Objective**
  - Better customer/field experience
  - Higher quality/proactive inbound feedback
  
- **This program is for our selected tier one customers only**
  - Indian Space Research Organization (ISRO) is our premier customer in India, and this program is exclusive to ISRO in India

# Customer Champion (CC) Program/Role – 2 Aspects

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- **Reactive engagement -**
  - Driving customer critical/high priority issues to closure
  - Periodic communication (conference calls, etc.) with the customer
- **Proactive engagement -**
  - Inform/notify customers about hot issues investigated at the factory (Microchip's FPGA business unit) where we anticipate these may eventually generate Customer-Notification/Product-Change-Notification and/or have impact on customer design/s
  - Proactively find out and plan to meet future customer needs

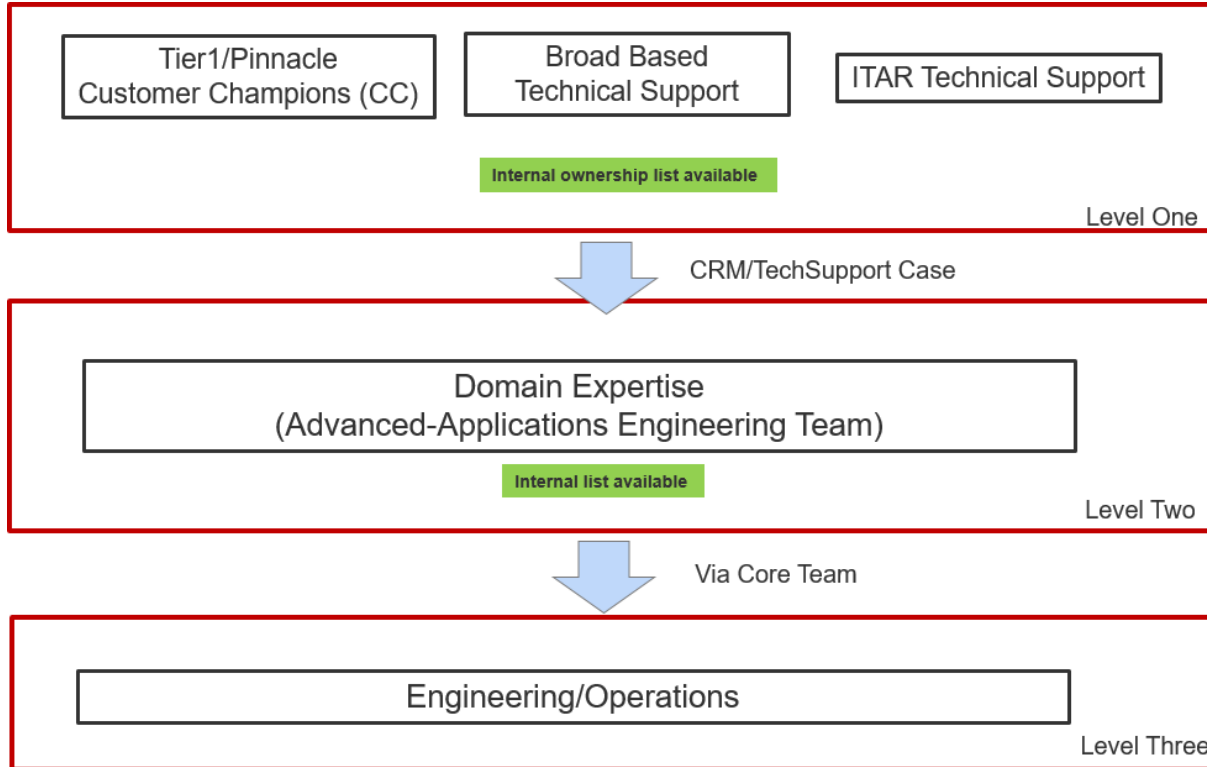


- **CCs are customers' and Embedded Solutions Engineers' (aka ESE or FAE) one-stop technical contact for major technical issues/requests**
  - CCs sync up with the local ESEs periodically
  - Technical Support keeps CCs in the loop on top/critical customer issues
- **Hot customer issues/requests tracking table maintained between CC and ESE, and used for -**
  - Escalation and resolution, documentation
- **FPGA executive management aware of CC accounts' requirements, and support resource allocation, per business case**
  - Includes periodic update from CCs to executive management on open items



- **Continuous engagement with the account/customer**
  - Track all major technical issues/requests from the account (all locations) and keep customer apprised of the status periodically
- **Provide guidance to internal FPGA peers on complex issues**
  - Helps expedite solution for the customer
- **Systematic tracking of issues through Technical Support cases**
  - Technical Support conducts 1st level technical investigation for all cases, and involve 2nd level domain experts in Applications Engineering
  - CC takes over ownership for critical customer issues/requests

# Tiered Customer Support



# Point Of Contacts (POCs) For ISRO



- **Customer Champion for ISRO –**
  - Muralidhar Pattigilli [Muralidhar.Pattigilli@microchip.com](mailto:Muralidhar.Pattigilli@microchip.com)
  - Sr. Applications Engineer based in Hyderabad, India
- **Marketing Champion for ISRO –**
  - Puneet Kumar [Puneet.Kumar@microchip.com](mailto:Puneet.Kumar@microchip.com)
  - Defense and FPGA Marketing Manager based in Bengaluru, India
- **Additional escalation POC for technical Hot issues –**
  - Uday Devanagundy [Uday.Devanagundy@microchip.com](mailto:Uday.Devanagundy@microchip.com)
  - Sr. Manager, MCHP FPGA Technical Support Team (based in Hyderabad, India)
  - Abdullah Muktedir [Abdullah.Muktadir@microchip.com](mailto:Abdullah.Muktadir@microchip.com)
  - Assoc. Director, MCHP FPGA Customer-Experience Team based in San Jose, CA