Objectives and KPI metrics

Name	Objective	Calcul description	Who	Impact	Target	Periodicity
Pipeline Analysis	Monitor business opportunity growth	Data coming from Sales	Sales	Three year revenue plan	N pipeline value > N-1 pipeline value	Month
Order intake and billing by quarter	Reliable assessment of current year billing	Data coming from Operations,Aggregate all the customer group figures and spread across by quarter for the current yea	Sales and supply chain	Sales forecast Wafer and packages purchase	Reach forecasted objectives in a timely manner	Month
Total # of Design In and Design Win By Area Reliable assessment of the deal stage based on deal stage definition	Double the number of Design In and Win globally in 2024 vs 2023 Regions : Taiwan,EMEA,APAC(without Taiwan),NORAM	Data coming from Sales	Sales	Future Revenue	Exact number of design wins is calculated based on opportunity value*	Month

Results metrics

Name	Objective	Calculation description	Who	Impact	Target	Periodicity
Conversion rate and scoring	Achieve > 10% conversion rate	Total number of customer(Design Win | Closed Won) / Total number of identified deals	SALES	Finance / Sales	Meet 2024 objectives	Yearly
Design Win point ARR system	Win small project in the field of PKI /SSL/ Secure Elements	Secure Elements : less than $100K/Y PKI : less than $20K/Y = 0.5 points	SALES	Sales	Meet 2024 objectives	Yearly
Design Win point ARR system	Win medium size project through sales channel in the field of SE/PKI	Secure element : $100K/Y to $500K/Y PKI : $20K/Y to $50K/Y = 1 point	SALES	Sales	Meet 2024 objectives	Yearly
Design Win point ARR system	Win significant project in the field of SE/PKI	Secure element : $500K/Y to $1M/Y PKI : above $50K/Y = 2 point	SALES	Sales	Meet 2024 objectives	Yearly
Design Win point ARR system	Win Big project with key account in the field of SE	Only secure elements : Above $1M/Y = 3 points	SALES	Sales	Meet 2024 objectives	Yearly
Real assessment of billing	Achieve or exceed 2024 billing target	Billing value for customer group in reference to overall billing + backlog result. Monthly assessment and adjusted forecast per Area	SALES / Supply chain	Finance / Sales / Supply chain	Meet 2024 objectives	Yearly

Internal Meetings

Periodicity	Meeting Name	Scope	Notes
Weekly	Meeting with Sales Area Director by VP Sales	Discuss business activity and area opportunities for all the sales directors across regions.	Discuss highlights and lowlights
Bi-Monthly	Sales Operation Meeting with Sales Directors in Regions	Discuss opportunities in the CRM, correct inconsistencies, and review volume/sales amounts.	CRM check-up
Monthly	Global Sales Meeting	Discuss main project developments, present results to the management team. Focus on specific Markets each monthly	Discuss highlights and lowlights

External Meetings

Meetings	Periodicity	Meeting Name	Scope	Notes
Monthly	On Request	Customer Meetings (Ms Teams) with Key Accounts Customer Visits with Key Accounts	Discuss product roadmap, negotiate prices, establish good business relationships, and address potential issues.	Key accounts include: CISCO, Toshiba, Murata, etc.