

moving to a system with a streamlined and simple user interface. multi-lingual, excellent support and an easy online platform.

our hero

GLOBALFOUNDRIES is the world's first full-service semiconductor foundry with a truly global manufacturing and technology footprint. The company is executing its vision to reshape the semiconductor industry through collaboration and innovation. Their mission is to bring global resources together to unleash their customers' potential to innovate and create amazing things.

GLOBALFOUNDRIES is based in Silicon Valley with manufacturing operations in Dresden, Germany; Malta, New York, and Singapore. These sites are supported by a global network of R&D, design enablement, and customer support operations in Singapore, China, Taiwan, Japan, the United States, Germany, and the United Kingdom.

With some 13,000 employees and more than 160 customers around the world, GLOBALFOUNDRIES has quickly differentiated itself through collaboration, both with technology partners and customers, to develop and produce the semiconductors that are changing the ways we live, work and play.

“etouches clearly understood my needs and requirements during our first introduction call.”

challenge

Being an international organization, GLOBALFOUNDRIES hosts seminars in Europe, the United States, Japan, Taiwan and China with the purpose of informing its' clients and partners in the region on their solutions for industry trends, latest advancements and more. Hosting an average of 10 seminars per year, they needed a system that could accommodate their clients and customers in a specific region. Jerome Fohet, senior section manager marketing communication of GLOBALFOUNDRIES, wanted to **move to a new system from the leading event management software** to have a simpler interface and software that better followed their event strategy.

GLOBALFOUNDRIES needed a **global tool**. Most important to them was being able to create event and registration websites in **multiple languages** for each of their seminars. They wanted the ability to have a drop down list of languages on the event website, to make it easy for their attendee to register. They needed an integrated system that would be able to push new attendees and registrants to Salesforce for their sales teams in respective countries. Not only did they need to think about the needs of their clients, but also for the event management companies and other suppliers. They were looking for a system that would be able to offer 24/7 support no matter where in the world they were working.



Jerome Fohet
Senior Section Manager
Marketing Communication
GLOBALFOUNDRIES



Employees span 3 continents in 12 locations

Organize 10 seminars per year across the globe

\$9-10B capital expenditure planned in 2014-15

www.globalfoundries.org



Senior VP, Worldwide Sales Chuck Fox at Japan Technical Seminar



2014 Japan Technical Seminar

the results were: increased efficiency in planning & a better user experience for attendees

solution

In the process of looking for a new event management system, Fohet came across etouches and quickly demoed the eHome and eReg modules. After the initial training with a sales team member, GLOBALFOUNDRIES was offered a free trial of the etouches platform. During the trail, they realized that etouches was already less confusing than their current event management software, due to them setting up an event and registration site in under an hour. The streamlined user interface and ease of use is what sold them on etouches. **“In less than 30 minutes I realized etouches would be the event management tool I needed,”** said Fohet.

From the introduction call to the platform trail, GLOBALFOUNDRIES had an etouches team member checking in everyday to make sure things were okay. etouches **quad package** was the easy to use platform that they were looking for with 24/7 support. When Fohet was setting up his first event domain, he opened up a ticket with support to use a GLOBALFOUNDRIES domain instead of the one that was given. **Within two to three emails everything was solved.**

GLOBALFOUNDRIES uses the etouches platform for all of their Technical Seminars throughout the year. With a very user friendly system, they were able to set up websites, registration pages, emails and surveys in no time in whatever language they needed. It also allowed them to give their attendees the ability to modify and cancel registration themselves. With a **strong on-site platform**, they were able to use tablets for check-in and with one click of a button register last minute attendees. The link to Salesforce allowed their team to see all the new attendees in real-time.

When it came to setting up their first Technical Seminar of 2014 in Japan, Fohet was able to develop the multi-lingual eHome website and eReg registration page for their Japanese attendees. Having limited space for their seminar they also wanted the ability to approve registrations before they went live. With eReg’s organizer notification ability, the sales team in Japan was able to see once someone registered, review and send them a confirmation email approving or denying their request. It was a seamless process for them to get all their global teams working together. Following creating the websites, Fohet was able to create all the emails that he needed to send with eMarketing. By organizing emails ahead of time, through HTML or drag-and-drop, he was able to focus his efforts on other aspects of the event.

Moving to the etouches system, GLOBALFOUNDRIES was able to get on the simple, powerful and multi-language platform that they were looking for.

“etouches provided me with excellent support; I never saw so much dedication to make sure all of my questions were answered in a timely manner.”

about etouches

etouches is a leader in in-cloud event management software, covering every major function in the event planning lifecycle. Founded in 2008, the company has more than 800 customers in 35 countries. The state of the art event platform created by event people for event people serves a global customer base that includes corporations, planners, agencies, and associations.

The multilingual, multicurrency software offers:

- ✓ registration
- ✓ event website
- ✓ email marketing
- ✓ project management
- ✓ budgeting
- ✓ surveying
- ✓ mobile App
- ✓ seating
- ✓ networking
- ✓ venue selection
- ✓ speaker management
- ✓ and more