



SmartCatalog for Sage SalesLogix

Lean Quote to Order Management

MAKING THE COMPLEX SALE **SIMPLE.**

An Introduction to Endeavor Commerce

- History: Sage Premier Technology Partner since 2002, 2007 Endorsed Technology Partner



- Mission: Extending fast, accurate quotes and orders from CRM across all revenue channels for SalesLogix customers.



SAGE CRM SOLUTIONS

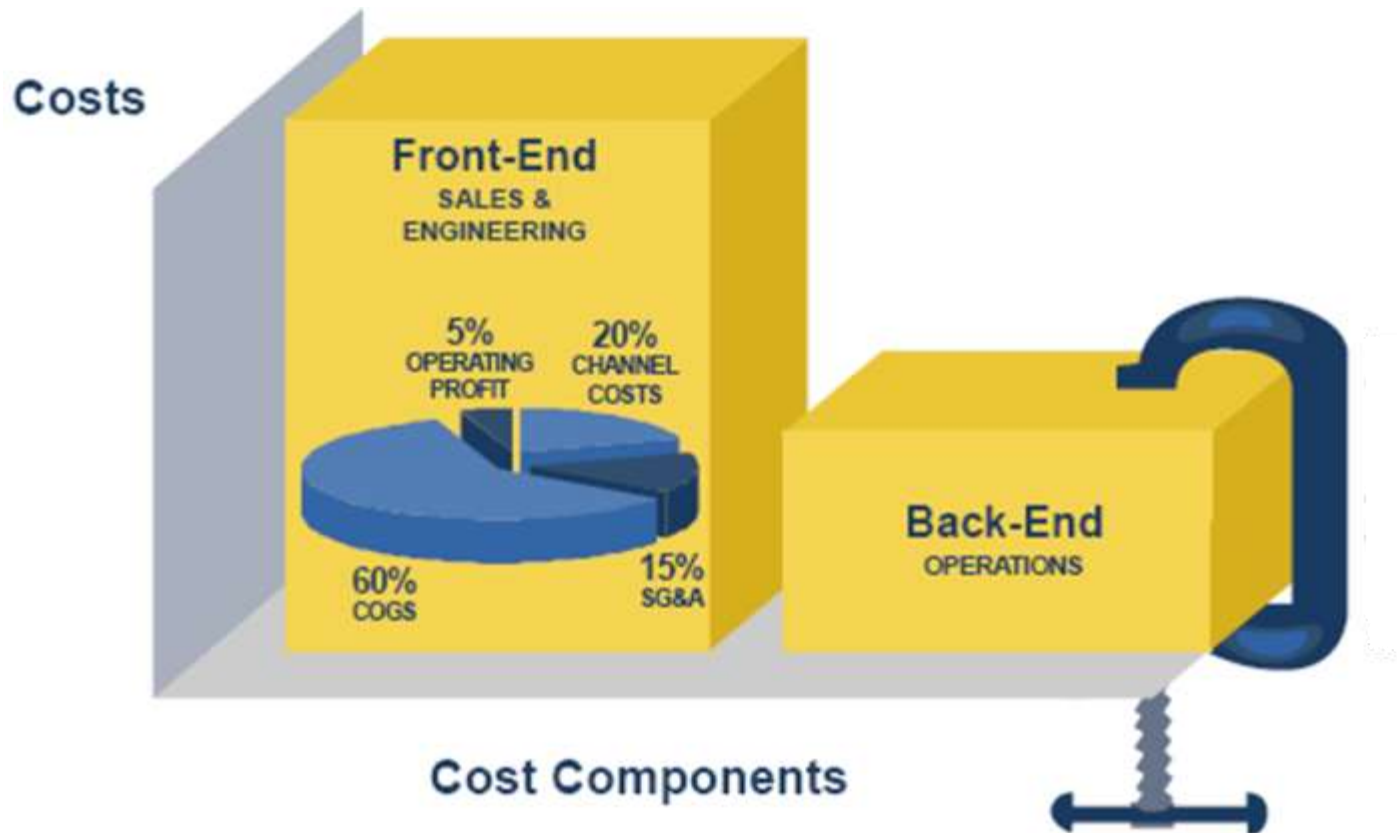
- Go-to-Market: Through CRM Experts



MAKING THE COMPLEX SALE SIMPLE

Lean Quote to Order

Thinking “lean” has been applied successfully to streamline back-end fulfillment processes. The opportunity to eradicate waste remains in front-end sales and customer service processes.



We know what your problem is!

It's "Too Many"



MAKING THE COMPLEX SALE SIMPLE

“Too many” people and processes

“Too many” people and processes in the front-end drive up inefficiency, cycle times, and expenses

- The typical customer inquiry is highly time-consuming and labor-intensive
- Excessive manual handling increases the chance of mistakes and delays
- Fragmented, incomplete information about products, parts, and service

“Today, 30 to 35 percent of a salesperson’s face time is spent with the customer. Salespeople spend too much time on administrating, expediting orders, arguing over receivables, and finding late shipments.”

Jack Welch Former
CEO
General Electric
Company

“Too many” tools

Too many point solutions in an attempt to solve front-end inefficiencies -- they often add to the challenges they are trying to solve.

- price books
- excel spreadsheets
- custom-built product selectors
- custom-built configurators
- custom-built pricing and quoting systems,
- ERP-based order entry

“Too many” products

Eagerness to satisfy myriad customer requests, creates too many products and adds little to profits or customer satisfaction

- Highly complex and often overlapping product lines
- Lack of standardization
- Customized orders frequently leads to inconsistency and repeated effort
- Excessive work and errors within order entry
- Excessive SKU management
- Excessive change order processes

Lean Quote to Order Management

A Breakthrough Opportunity for Companies with SmartCatalog

- Increases efficiency and cuts costs across the entire Quote to Order Process
- Surpass competitors and realize significant bottom-line savings
- Dramatically improve the speed and the effectiveness
- Reduce operating costs by 2 to 5 percent of revenue
- Boost operating profit by 30 to 60 percent
- Accelerate cycle times for generating quotes and orders by 50-97%
- Ensures the integrity of information flowing into CRM and backoffice systems



Lean Quote to Order Management: A Breakthrough Opportunity with SmartCatalog

A single platform that encompasses the full range of a company's products and business, which enables sales teams, re-sellers/distributors and even customers to improve customer service and response times.



MAKING THE COMPLEX SALE SIMPLE

Company “X” Response to Survey Questions

Annual Sales Revenue:	\$35,000,000
Number of Sales Reps:	6
Current Quote/Order Return or Revision Rate:	30%
Average Quote Deal Size:	\$1,562,712
Win Rate:	8.89%
# of FTE required to generate a quote:	3.00
Time Required to Generate Quote (Work Days):	10.00
Estimated Number of Quotes Generated Monthly:	21

SmartCatalog Key Impacts for Company “X”

Quote Accuracy:	99.9%
Reduction of FTE resources:	33%
Reduction of time:	80%
Up sell/ Cross sell Revenue Increase:	1.00%
Win Rate Bump:	0.02%

Company “X” Can Do More with Less

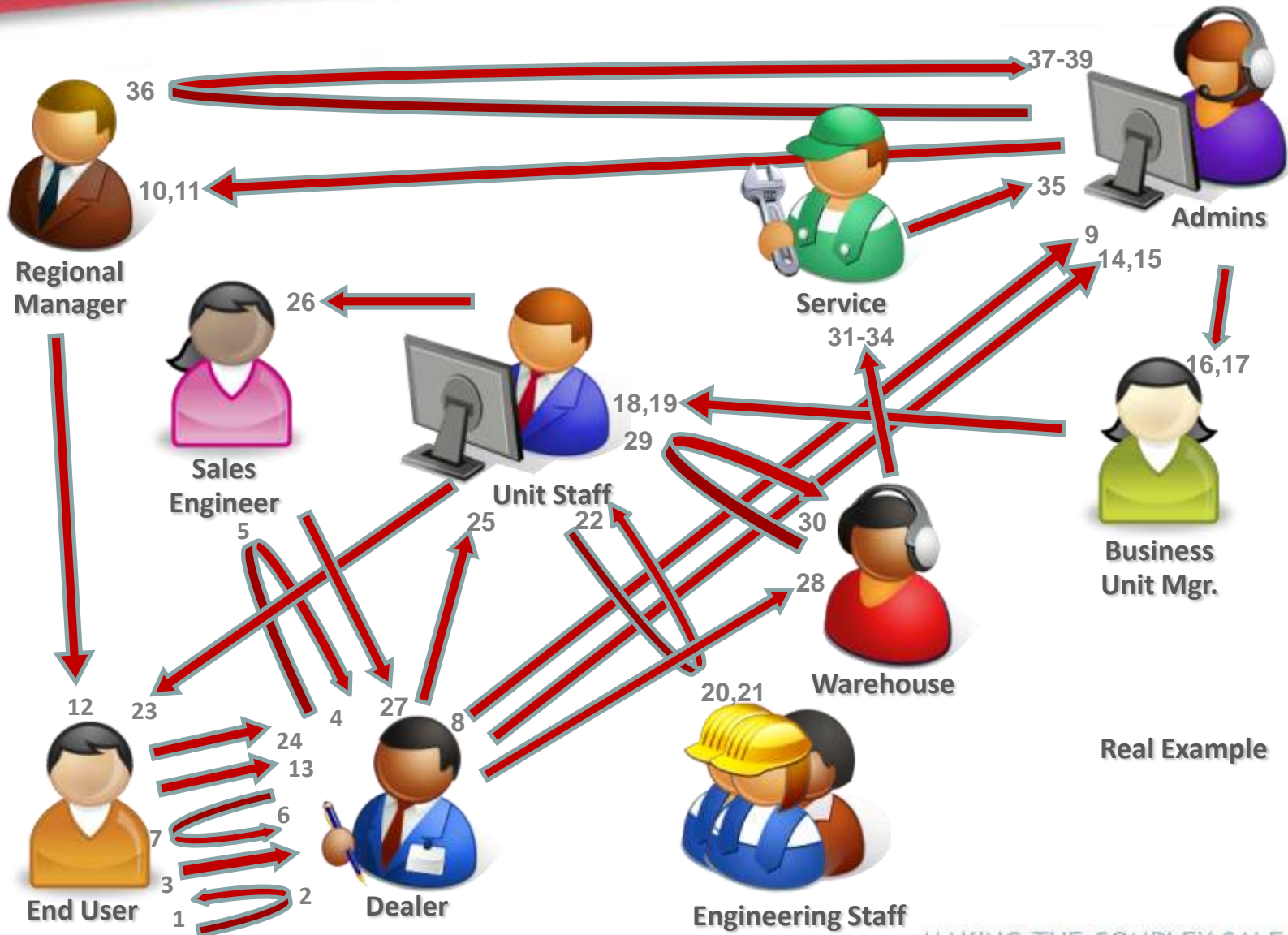
SmartCatalog Reduces Cycle Time & Drives Revenue with a Streamlined & Automated Quote-to-order Process

	Current	with SmartCatalog
Time required to generate a quote in work days	10.00	2.00
Opportunity costs of quoting cycle time per rep, per month	\$176,768	\$99,445
Top Line Revenue potential per rep, per month	\$486,111	\$569,078.75
Top Line Revenue potential all up per month	\$2,916,667	\$3,414,472.52
Top Line revenue potential per year	\$35,000,000	\$40,973,670.18
	Additional revenue with SmartCatalog	\$5,973,670.18

SmartCatalog Reduces FTE resources/costs required to support quote-to-order process.

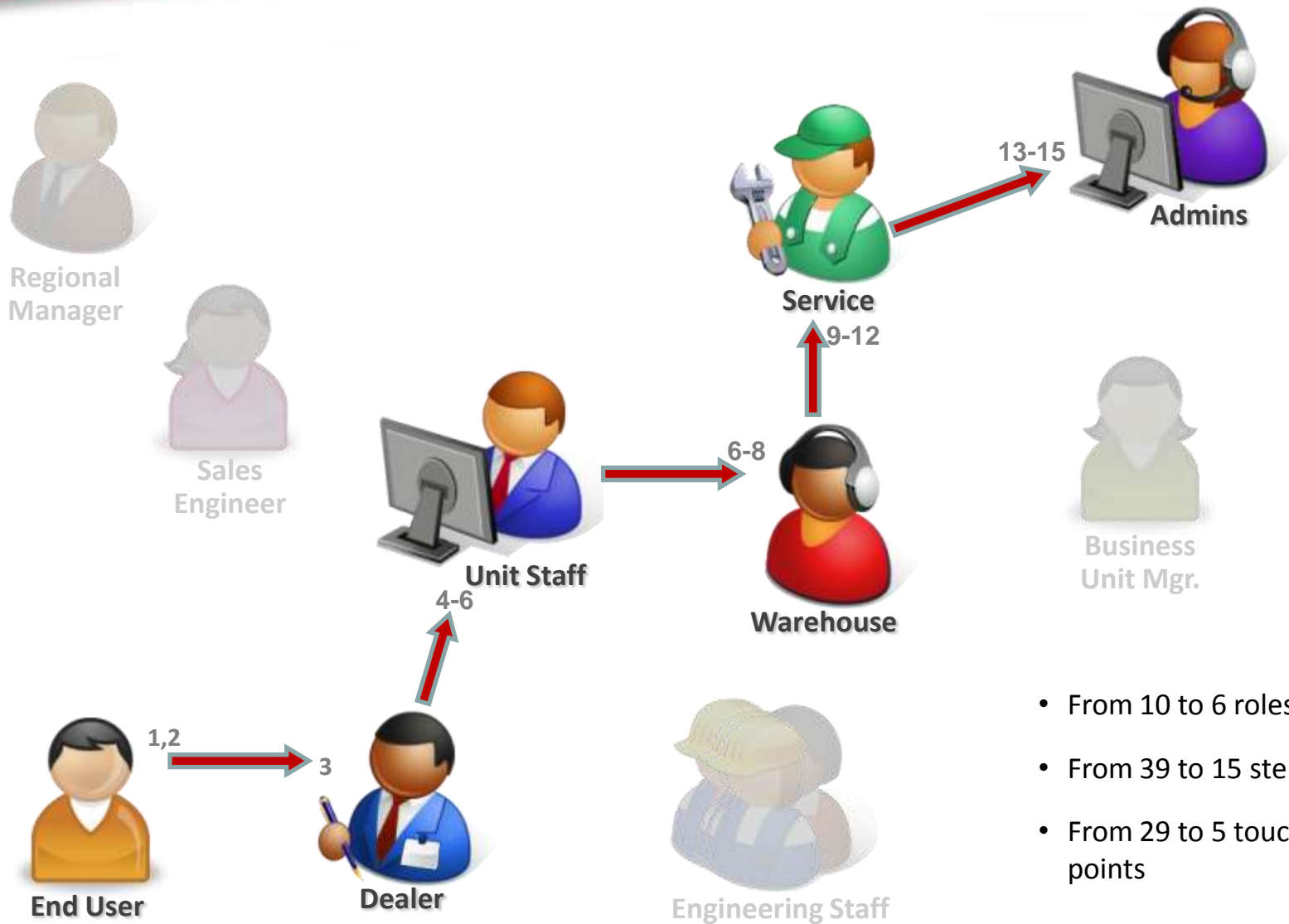
	Current	with SmartCatalog
FTE required to generate a quote	3	2.0

Too Much, Too Many - Before SmartCatalog



Real Example

Lean Quote-to-Order Process with SmartCatalog



- From 10 to 6 roles
- From 39 to 15 steps
- From 29 to 5 touch points

MAKING THE COMPLEX SALE SIMPLE

SmartCatalog Applications

Sales Edition

Enables your sales team to generate fast, accurate quotes, proposals & orders right from CRM.

Portal Edition

Enables your partners and customers to generate fast, accurate quotes, proposals and orders from the web.

Catalogs

- Organizes products intuitively for the user
- One click selection process
- Provides rich content and images

Quickly generate quotes, proposals and orders.

Guided Selling

- Intelligent Q&A session
- Gather customer's unique preferences/requirements
- Leads to recommended solutions

Quickly generate quotes, proposals and orders that exactly meet the customer's needs.

Rules

- Product and Service compatibility rules
- Pricing rules
- Bundling rules

Ensures 100% complete and accurate quotes, proposals and orders.

Diverse Customer Success

Barry-Wehmiller

EMAGEON

deltacom
Accountable Business Solutions

NOBLE SYSTEMS

NIHON KOHDEN

tyco

WatchGuard

monster.com

STANLEY

KUNKLE

Opplysningen
1881

Harcourt
ASSESSMENT

SIEMENS

Wolters Kluwer

TD

TributeDirect

MAQUET

HEIL

MarquipWardUnited

PHOENIX
TEXTILE CORPORATION



Richardson
Electronics
Engineered Solutions

NEC

Thiele
Technologies

Meridian
Bioscience, Inc.

VINCENT LIGHTING SYSTEMS

Contact SmartCatalog

Scott Eller
Enterprise Solution Consultant

(O):214.736.7187

(C):248.431.2414

seller@smartcatalog.com

