



▶ Architecting a CRM for Increased Sales Force Productivity

When a global distributor of unified communications, infrastructure and security solutions sought to increase their sales force productivity, they turned to Emtec to develop a customized CRM solution to interface with their current system.

The Challenge

Emtec's client had recently implemented ERP software from JD Edwards to manage inventory, sales, forecasts and orders. The use of the system was complicated for new sales personnel and required a huge learning curve. Given the typically high turnover rates for sales personnel, the client experienced higher training costs and a reduced number of personnel in the field. The client's challenge was training and updating their sales force in the nuances of a very complex and feature rich system. They needed a simpler application that would shorten the learning curve, speed the quote to order procedure, and simplify the customer support process.

Emtec Solution

Emtec created a web application that integrated with their existing JD Edwards system at the business function and database levels. Involved in the entire process from the beginning, Emtec's design team worked with the client to plan and document the needs of the application. Then the engineering team developed the application and implementation strategy and process. Additional deliverables included User Interface mockups, use case documents, functional specifications, and architectural and detailed design documents.

The solution was developed as a .Net based n-tier application and employed AJAX.NET for a richer user experience. The Emtec development team used Oracle 10g as the backend and also utilized Microsoft Enterprise Application Blocks which enforce best patterns and practices for enterprise class development.

The new web application allows the client's sales force to manage their sales efforts through an easier to navigate GUI that interfaces with the JD Edwards system. Additional features were built into the web application giving the client functionality not previously available in the base system.

Outcome:

Emtec completed the project on time and within budget. In addition to lowering training costs, the solution provided a more intuitive CRM for all sales associates to learn and utilize while also providing a single entry point to access documentation, training, and other useful information. The sales application is more user friendly and does not include an overwhelming amount of features and functionality. The new tool has helped the sales force improve their sales processes and now allows for more accurate sales forecasting.

Established in 1964, Emtec, Inc. is a systems integrator that provides IT services and products to the federal, state, local, education and commercial markets. Our market leading value-based management methods, coupled with best-in-class IT technology, consulting and development services, address a wide range of specific client needs, as well as support broader IT transformation initiatives. Emtec's service capabilities span the United States, Canada and countries around the globe.