



Newsletter Vol. 21 - Introduction

Softengine News is dedicated to keeping you up to date with the latest information regarding SAP Business One systems, Softengine solutions and Best Business Practices.

What's New?

Spotlight on a Customer: JGB Distributing Inc. – SAP Business One Helps to Outperform the Competition

When 4 out of 10 businesses choose your product over the competition's, you know you're doing something right. JGB Distributing Inc., which has captured a 40% market share across North America distributing the Invisible Fence Brand products, gives credit to the SAP® Business One application for helping it stand above the competition.

During a rapid 11-week rollout, JGB adopted the best practices-based software to support classic business and financial accounting processes like sales and purchase orders, inventory transfers, and journal entries. Later, it leveraged the SAP Business One Software Development Kit to craft operational advantages – allowing company employees to work smarter and faster and its dealers to do business more easily with the firm.

JGB worked with partner, Softengine Inc., to roll out the software quickly. The enterprise solutions implementer and SAP Business One reseller specializes in wholesale distribution and manufacturing. "Softengine did an incredible job, first by understanding our business," Kinzig says. "The consultant created a road map of what we had to do, and then assigned tasks for each person on the project team. His prep work before the implementation made all the difference. And whenever we encountered hurdles, we were able to work through them by either adapting the software or the way we did business."

Are You a Best-Run Business?

The SAP Business One Application Helps Close More Sales, Keep More Customers

Your business success depends on meeting the ever-changing needs of your customers, while still growing your business and acquiring new customers. The customer relationship management (CRM) features in the SAP Business One application can help you gain a complete view of existing customers, helping you decide which ones to pursue and which ones might not be worth your valuable time and effort.

Companies should have the ability to line up their resources to meet changing customer requirements in a rapid way. "Market misalignment" can occur when a company loses its ability to keep up with the changing needs of its customers, whether the changes are based on the pricing, quality, or timely delivery of goods or services.

When your company is just starting out, its unique value proposition may be its people – the great sales team or that individual in customer service who is on a first-name basis with your customers. Although these things can help you grow your customer base, they do have limitations.

Companies that find themselves out of alignment will often lose the ability to effectively service the customers they have while they are prospecting for new customers. This problem is often caused by a lack of control and insufficient automation of the sales, marketing, and service processes.

SAP Business One helps you acquire new customers and maintain existing relationships by automating the entire sales process from end to end, helping you improve sales and service so your people can focus on what's important – providing better service to your customers.

SAP Business One offers an integrated approach to managing your customers. Its built-in sales and marketing functionality helps you:

- Convert prospects into customers by managing sales activities throughout the entire sales cycle, including initial contact, contact tracking, delivery of sales materials, contact notes, and closing of sales
- Manage sales leads and customer data in a simple user interface that provides a dashboard overview of all relevant information, including account balances, outstanding orders, deliveries, and potential pipeline opportunities
- Dynamically control pricing to reward customers that pay on time, encouraging closings or up-selling, or to weed out unprofitable customers
- Share detailed sales and service reports and analyses across sales and marketing teams
- Maintain contacts with full Microsoft Outlook synchronization to maximize user productivity
- Administer customer warranties and service contracts
- Oversee service operations, including the monitoring of service calls
- Create service knowledge bases so that issues are resolved more quickly and accurately

Understand Your Customer, Understand Your Business

SAP Business One lets you see which customers are your best customers, helping you decide which should be a priority for enhanced service and which should be potentially avoided. This allows you to focus your sales efforts on your true prospects and spend less time chasing unprofitable business. This can result in improved customer satisfaction and enhance your ability to deliver good customer support – which can win you even more business – while overcoming the limitations of human scale.

Meeting your customer's needs and delivering the right service require integration of all of your sales and marketing efforts. SAP Business One integrates processes across your organization – including CRM – so that you gain a complete view of your customers and the opportunities available to you in your market.

For more information about how SAP can help your business close more sales and serve existing customers, please contact Barry Lederman: 818.704.7000, blederman@softengineusa.com

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