



Newsletter Vol. 6 - 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 Product – webCRM

Our webCRM system brings significant Return-On-Investment (ROI) benefits to our clients. Use webCRM to manage: leads, accounts, contacts, sales opportunities, marketing campaigns, customer support and service, sales quotes and orders, security, reports, dashboards, and more.

Sales Order Process

- Generate and track quotes and sales orders
- Retrieve current pricing from SAP Business One
- Streamline order processing
- Remote Access to Customer Data for Outside Sales Professionals (PDA's with Barcode Scanners, iPhone)

Marketing Campaigns

- Manage Marketing Campaigns
- Run personalized mass email campaigns on subsets of your contacts database
- Track campaign effectiveness

Customer Service

- Track and improve customer service
- Assign ownership, ensure follow-up
- Provide customer self-service portal
- Monitor services levels to ensure customer satisfaction

Spotlight on a Partner – UPS Logistics

Roadnet® - Route Planning for Delivery Success

Distributors face multiple challenges every day, high volumes of customer orders to organize, rising fuel costs, drivers and vehicles to manage, changing road and traffic conditions, and tight time windows. All of these scenarios combined represent an overwhelming situation. To remain profitable it is necessary to find a balance between route efficiency and servicing customers.

Roadnet®, a tactical daily routing tool, allows you to do just this. Optimize routes and have the ability to balance both profitability and customer requirements. Using advanced industry algorithms and custom routing passes, you can create multiple intelligent route plans faster-maximizing the investment in your fleet with integration to **Softengine Routing module in SAP Business One**.

Roadnet Can Help You:

- **Reduce Distribution Costs & Fleet Miles** - Daily routes are created using powerful algorithms and street-level routing, in conjunction with your business constraints
- **Increase Resource Utilization**- Make better use of existing resources by delivering more and driving less. The answer to increasing volume is not always to put more vehicles on the road, but to make smart, efficient deliveries
- **Make Sound Business Decisions** - Understand how delivery costs affect the profitability of each customer by knowing the actual cost per stop
- **Set Driver Standards** -Creating route plans and gathering actual information allows you to set performance standards and expectations-which can result in less overtime and better driver performance
- **Decrease Routing Time** - Let your routers spend less time configuring routes and more time assessing what-if scenarios to produce better, more efficient routes.
- **Contingency Planning** - Prepare for holiday or seasonal spikes and other "what if" scenarios
- **Reports** - Driver manifests, maps, directions, resource utilization, customer delivery cost, actual versus projected by route and by stop, planned route summaries and many more reports to help you consistently evaluate your success

Results

Our customers experience significant gains that result in increased profitability. Our customers have used Roadnet for:

- Reduction in miles driven
- Reduction in vehicles
- Reduction in overtime
- Reduction in routing time
- Increased vehicle capacity
- Dramatic improvements in driver management
- Dramatic improvements in customer service

Are You a Best-Run Business?

It's Time for a Clear New World

Now more than ever, companies need clarity to refocus business strategies and streamline operational execution. To be a best-run business, a company needs to be 'clear.'

Faced with the toughest economic environment in decades, businesses everywhere are struggling with one fundamental question: "What does it take to be a best-run business today?" The answer to this question can be summed up in one word: **Clarity**.

Why do organizations need the SAP portfolio and ecosystem to help achieve clarity?

As a result of ever-changing global markets, product offerings and regulations, the importance of managing the challenges noted below have become critical to remaining competitive and profitable.

- Preserve Cash & Profitability
- Reduce Operating Costs and Increase Agility
- Protect Value in the Customer Base
- Leverage Talent and Reduce HR Costs
- Anticipate Risks and Reduce Costs of Compliance
- Respond to Demands for Sustainability

We invite you to visit the details on our new website at <http://www.softengineusa.com>

Call or email Barry Lederman for additional details and pricing: 818.704.7000 – blederman@softengineusa.com