

Selectica High-Tech Manufacturing



Business Impact at a Glance:

- Reduce DSO (Days Sales Outstanding) by reducing error rates and resulting payment delays
- Reduce COGS (Cost of Goods Sold) by accelerating new product introduction; increasing efficiency and readiness of the sales channel
- Increase Revenue per Order by increasing attach rates, cross-sell, up-sell and bundling opportunities
- Increase Profit Margin by reducing lost revenue due to inventory write-offs, pricing/product errors or concessions, rogue discounting
- Increase Sales Productivity by reducing time required for product/process training; increasing face-time with customers
- Increase Customer Satisfaction by reducing time from receipt of order to customer shipment; improving order quality; becoming easier to do business with
- Increase Inventory Turns by improving order accuracy; accelerating Opportunity-to-Order cycle

Competition is fierce in today's business climate, and the manufacturing industry is certainly no exception. Both internally and externally focused corporate entities are faced with the need to streamline their processes and maximize all available resources. Manufacturers must be able to meet customers' exact requirements in an increasingly rapid manner – and without an increase in order errors! Failure to do so means risking that customers will go elsewhere. When the sales channel can quickly produce accurate quotes for deliverable products, businesses can more quickly close sales, ship correct orders, reduce cost of goods sold, and accelerate revenue recognition. Selectica bridges the gap between back-end manufacturing and front-end selling processes, enabling you to automatically transform products, services and BOM business logic into commercial products - thus providing the vital link required for closing sales, boosting revenue and market share, and streamlining operations.

World leaders such as IBM, GE Healthcare, Rockwell and Fujitsu have discovered the benefits of leveraging Selectica's expertise in the manufacturing industry to extend and surpass the functionality provided by other legacy applications. Some companies have made decisions to apply existing technologies in an attempt to provide better connectivity between back-end business and front-end sales processes. Others have simply failed to recognize and act on the potential benefits of doing so. In both cases, these companies have not reaped the rewards to be gained from implementing a proven solution to more effectively manage the cycle between manufacturing and sales.

Accelerate Time to Market

Selectica enables you to quickly capitalize on windows of opportunity by accelerating time to market and improving channel responsiveness. Real-time product information such as catalogs, product families, features, assemblies, options, and prices is automatically available for every salesperson, channel partner, and authorized user. New product introduction (NPI) is further accelerated through an automated development environment that enables you to incorporate engineering, manufacturing, and business rules for complex products and services into the quoting and ordering process. An intuitive, user-friendly interface enables product specialists and business managers to easily manage product information and business rules without having to rely on programming or IT resources.

Improve Sales Channel Readiness, Shorten Sales Cycle

Selectica shortens the sales cycle by offering only valid options and features to users, resulting in virtually no training requirement for sales, channel partners or customers – and immediate readiness to support new product introductions. The entire sales process can be shortened - from gathering data, generating accurate quotations, and creating proposals – to accelerate revenue. Now domain and product knowledge can be made easily usable and available for every sales situation, enabling the sales channel to spend more time up-selling or cross-selling, and less time being trained on every product nuance or worrying about whether they are complying with required business processes.

Increase Efficiency and Improve Order Accuracy

Virtually every order that comes through the channel for complex products is wrong the first time. By reducing the amount of manual touches required, particularly in error-prone or complex processes, errors are minimized and efficiency is increased. The need to evaluate broken processes, and determine how far back you must go to fix them, is eliminated. Selectica helps reduce the costs associated with lost sales, order cancellations, inventory loss, order rework and scrap, customer concessions, and goodwill discounts.

Deploy Quickly and Manage Easily

Selectica takes the complexity out of managing commercial products, options, and sales rules. A manufacturing solution framework, industry best practices, and building blocks are provided, ensuring your deployment results in immediate productivity gains. As business needs change, you can add capabilities or scale the solution's capacity to support additional products, sales channels, and lines of business.

Leverage Existing Systems for Low Total Cost of Ownership

Selectica's approach leverages existing data, business models and rules, and infrastructure, including front-end CRM systems and backend billing and provisioning systems. The core engine is separated from business rules and databases, enabling you to easily adapt to changing business requirements and secure business logic from access by users. The solution automates and simplifies many processes to deliver the lowest Total Cost of Ownership.

Selectica's offers configuration, pricing, and quoting solutions for streamlining the Opportunity-to-Order process for financial services, manufacturers, communications service providers, and other industries..

Selectica's solutions have provided measurable value to companies with the world's largest, most complex product and services offerings and have been proven to deliver product, service, and pricing flexibility that no one else can match.

Please contact us for further information on this and other Selectica offerings.