



WHITE PAPER

SALES CHANNEL AUTOMATION CASE STUDY

"If you want to master the market, you have to market to the desktop"

WebEnable recently interviewed the Vice President of Sales and Marketing on a \$160 million electronics component manufacturer with 3,000 distributors around the globe to discover if WebEnable's products could benefit this company.

WebEnable found that the current method of providing information to this company's distribution partners and customers is via paper-based catalog issued every two years. The catalog provides no pricing, cannot be updated in the field and requires extensive sales force and headquarters based support to respond to detailed customer inquiries. Purchase orders are paper based as well and require mail or fax. It costs an average of \$139 for a paper-based sales order transaction today. And customer information is not captured or retained in the process of taking these orders.

According to this company's Vice President of Sales and Marketing "We have over three thousand distributors and trading partners around the globe. We want to do a better job of getting information out to our end-user customers and our distributors. We want to be a solutions provider and problem solver. In order to do that we must provide critical information, not just products to our distribution partners and customers. Right now, we only communicate with our customers once a year, to give them the price changes."

WebEnable's product suite would eliminate the costly preparation, production and distribution of the catalog. Customers could review products on the manufacturers' web page, click to download product information, e-mail the local distributor for a sales call, quote or order. It's not unusual for it to cost \$139 to process a paper based purchase order as in this case study. This cost can be dramatically reduced and in the process customer information is captured before the order, not after.

One of the key strategic benefits to companies using WebEnable's product suite is the speed with which they can distribute strategic information in response to customer needs and market demands. WebEnable's products make new product information, pricing updates, competitive information, automated sales quotation and order processing instantly available to trading partners.

"We currently issue a product catalog that generates a host of questions every two years. Our goal is to provide more accurate information, up-to-date information to our distributors, so that we can out-quote and out-close our competitors. We also want to market to groups, segments and islands of customers that we have never reached before."

Through new Web-based technologies, companies can generate press releases, price changes, product announcements and specifications, promotional program announcements, and distribute those globally within 30 minutes. "Attempting to implement a global, market-based information strategy via client server, was too expensive, and would have taken over 12 months. A Web-based strategy could be implemented in three months at dramatically lower cost....Anybody can use a browser."

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