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**WEB ENABLE**

Enterprise Channel Automation

Investment Opportunity

Revision 12/8/99



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## ● Partner Relationship Management

- CRM Add-on
- PRM Market Size, CRM relationship
- Competition - Investments, Valuations



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## ● WebEnable Enterprise Channel Automation

- EC+SFA+EMA+FSA+EDI+ERP Integration
- Case Studies
  - Supplier's Supplier to Distributors Distributor
- Competitive Positioning
  - Breadth, Depth, Vision
  - Technology Platform Independent, Business Model Agnostic (Any Platform vs NT, SW License + Subscription Channel Partners)
- Target Market Sizes IC vs HT - 800B vs 200B
- Market Dominance Plan (bowling alley)
- Customer Opportunities (Cat->125, etc.)



# Investment, Acquisition, Partnering

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- Timing Critical
  - First Out of the Gate
  - Best Products
  - Competition Now Well Funded
  - Opportunity to Let Competition Take Arrows, Head Them off at the Pass
- Grow Big Very Fast, Accelerate Pace
- \$\$ Invested in Marketing, Sales, INTEGRATION SERVICES



# WebEnable Requirements

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- Resources for Rapid Growth
  - Delivery & Integration Consulting Services
  - Engineering
- Management Expertise
  - Operational
  - Marketing
  - Sales
- \$\$ for Marketing and Sales
- Market and Partner Leverage



# Partner Opportunity

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- Domain Expertise
  - Sales Channel Automation
  - Marketing Channel Automation
  - Service Channel Automation
  - Industrial Component Markets
- Existing Products
- Market Positions
- Sales Pipeline





# Direct Sales Channels vs Indirect Sales Channels

## **Direct Sales**

Salespeople who establish the personal relationship between customer and supplier

## **Telephone Customer Service Centers**

Customers initiate telephone contact to place orders for products or services

## **TeleSales**

Suppliers initiate telephone contact to inform existing customers of new products or to ask for follow-on sales

## **Internet/Web**

Customers can place orders themselves with a few mouseclicks

## **Extended Supply Chain Partners**

Specifying Engineers select, Procurement Managers/Account Managers develop source contracts, Logistics Managers replenish, Component Re-engineering key

## **Multi-tier Distribution Networks**

International and National Master Distributors, Regional Distributors, Vertical Market/Specialist Distributors, Local Supply Houses, Value-added Resellers

## **Captive & Independent Dealerships**

Hierarchical Regional and National Dealership organizations, Service a key function

\* AMR "Sales Force Automation: What Does It Really Automate?"





# Indirect Sales Characteristics

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Indirect buying/selling process fundamentally different:  
Collaborative process that must integrate tightly with  
Direct Engineering, Supply Chain Integration,  
Marketing

- Cooperative Marketing driving Leads
- Sourcing driving Orders
- Demand Forecast driving Sales Plans
- Multi-tier Distribution of Information
- Secure Control over Information Access
- Enabling Partners to Repackage Info



# Indirect Sales Characteristics: Multiple Participants

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PRM Solutions must empower the many internal and external participants in the indirect sales process:

- Product Managers
- Marketing Managers
- Fulfillment Managers
- Channel Managers
- Account Managers
- Logistics Managers
- Purchasing Managers
- Service Managers
- Parts Managers
- Specifying Engineers



# Indirect Sales Characteristics: Extended Supply/Distribution Chain

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# Indirect Sales Information Crisis

How do we deliver up-to-date product information to our trading partners?

How will specifying engineers get the technical specifications they need to source from us?

**How do I control who has access to proprietary product data?** How do I announce new products to my channels?

Which dealers generate the highest sales? Are we focusing on the right market segments?

**What is my typical customer profile?** Who are the top twenty accounts across all my channel partners?

What is the status of the customer's latest orders?

Where is our business coming from?

Was the new marketing campaign successful?

**What marketing programs have worked best at reaching these types of customers?**

**What marketing programs have generated the most leads? ... closed orders? ... highest \$ volume?**

What the ROI on this marketing program?

What percentage of leads does this distributor follow up? ...close?

What was most recently bid to this customer?

**What is my cost per lead?**

What problems have been reported by this account?

How do I include demand forecasts in my sales projections?

Is there a recall ordered for the reported model?

**What other problems have been reported for the same product?** What training is available on this product?

What maintenance procedures should be run to fix this problem?



# Indirect Sales Characteristics: Global Information Exchange

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- **Global Impact**

- Electronic, Multi-lingual, Multi-currency, Multi-cultural

- **Global Sources**

- PDM, Training, ERP, SCM, Order Fulfillment

- **Global Security**

- Network, Application, Object (record), Attribute (field)

- **Global Distribution**

- Multi-organization, Multi-corporate, Multi-tier, Multi-protocol



# Collaborative Marketing, Sales & Support

## Collaborative Replenishment Sales

Team Sales Opportunity Management  
Cross-Partner Account Management  
Promotion Planning  
Demand and Sales Forecasts  
Initial and Replenishment Orders  
Multi-tier Quota Management  
Pricing, Costing and Incentive Management  
Order Fulfillment  
Order Status

Identify Component/Capabilities  
Select Supply Chain Partners  
Engineer to Order  
Configuration  
Validation  
Available to Promise/Ship

## Collaborative Service and Support

## Collaborative Marketing, Sales and Service

## Collaborative Sourcing

Order Status  
Return Authorization  
Short Ship/Mis-Ship Management  
Problem Reporting  
Issue Tracking  
Requirements/Suggestion Collection  
Service Management  
Diagnostic  
Maintenance

## Collaborative Marketing

Cooperative Marketing Campaign  
Promotion Planning  
Pricing, Costing and Incentive Management  
Product Launch  
Multi-tier Lead Distribution and Tracking  
Product Requirements Management  
Training and Collateral Distribution



# Indirect Sales Characteristics: Sourcing Drives OEM Engineering

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Success of a customer design project driven by ability to deliver:

- Right Knowledge to the
- Right Specifying Engineers at the
- Right Time
- Across multiple supplier and OEM teams



# Indirect Sales Characteristics: Multiple Sourcing Participants

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Multiple Suppliers and OEM Teams working together to resolve joint design problems using existing and potentially new components and capabilities.

- OEM Specifying Engineers
- Supplier Sales Support Engineers
- OEM and Supplier Manufacturing Engineers
- OEM and Supplier Service Engineers
- OEM and Supplier Support Engineers
- Supplier Sales Managers
- Supplier Marketing Managers
- OEM and Supplier Logistics Managers





# Indirect Sales Characteristics: Collaborative Sourcing

**Collaborative  
Replenishment Sales**

**Collaborative  
Knowledge  
(Publishing&Subscribe)**

**Collaborative  
Service  
and Support**

**Collaborative  
Marketing, Sales  
and Service**



**Collaborative  
Product  
Development**

**Collaborative  
Engineering**

**Collaborative  
Marketing**

**Collaborative  
Teaming**



# Indirect Sales Characteristics: Multi-tier Replenishment

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Multi-tier Suppliers and OEMs exchange Collaborative Planning Forecasting and Replenishment information to drive manufacturing, processes.



# Indirect Sales Characteristics: Collaborative Planning, Forecast & Replenishment

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Developed by VICS Retail Working Group (RWG) for  
Retail Extended Supply Chain - “Just in Time Shelf  
Stocking”

- Collaborative Planning
  - Promotions Plans drives Forecasts
- Collaborative Forecasting
  - Demand Forecasts drives Replenishment
- Collaborative Replenishment
  - Replenishment Orders drives Sales



# Indirect Sales Characteristics: Collaborative Replenishment

Collaborative  
Service  
and Support

Collaborative  
Production

Collaborative  
Marketing

Collaborative  
Marketing, Sales  
and Service



Collaborative  
Manufacturing

Collaborative  
Design

Collaborative  
Sourcing

Collaborative  
Sourcing



# Indirect Sales Characteristics: Source-Enabled & Demand-Enabled

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Challenge: Bring Engineering, Logistics and Manufacturing professionals together with Sales and Marketing professionals to enable Collaborative Sourcing and Collaborative Replenishment:

- Integrate PDM/CAD with Marketing Encyclopedias
- Integrate Promotion Planning with Marketing Campaign Systems
- Integrate Replenishment Forecasts with Sales Planning Systems
- Integrate Replenishment Order with Order Fulfillment Systems



# Solution: PRM Channel Automation

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- Use Internet to Reduce Channel Pain:
  - Reduce costs, improve efficiency
  - Accelerate order & supply business processes
  - Capture sales & lost sales information
  - Actively manage sales and service processes
  - Build 1:1 relationships with channel partners
- Vertical Integration within Vertical Market of channel partner, sales force & direct customer sales
- Horizontal Integration across Vertical Markets

All Impossible before the Internet



# PRM(x)2 (+) Vendors (+) RDs (x) Shared WDs

- PRM (x) 2

- PRM = ME + EC + SFA (+ EMA + FSA + CBT +...)

- ME=Marketing Encyclopedia, EC=Ecommerce, SFA=Sales Force Automation, EMA=Enterprise Marketing Automation, FSA=Field Service Automation, CBT=Computer Based Training

- Vendors

- VM Dominators + VM Premier (+ VM Niche Players)

- Retail Distributors

- VM Master (+ VM Boutique + Regional/Local)

- Shared Wholesale Distributors

- VM Master + VM Dealers + Regional/Local

Clicks+Bricks = Cyber-mediation



# Cyber-mediation: Clicks (+) Bricks

Bricks do more than just order fulfillment:

- Pro-active sales
  - Mfg Reps, Dealers
- Local relationships
  - Close Sales over Cigar&Drinks@19th Hole
- Application-specific Knowledge
- Service & Repair
  - Human Hands with 24 hour turn-around
- Inventory Buffering/Forward Deployment
  - Parts and Products with 2 hour turn-around

Mfgs out-source to manage cost & distraction





# Case Study: Construction Tool Reseller

- Fortune 500 Tools Reseller Business Unit
- Premier Tools for Heavy Construction Industry
- ~10,000 SKUs YE2000
- 100's orders per month
- ~300 dealers US
  - Many dealers large, not computer savvy
  - Single tier and double tier
- Issue: Reduce cost to order, track and fulfill
- Issue: Automate warrantee, RMA, Mis-ship handling
- Solution: Sales Channel Automation from Dealers through to Suppliers
- Result: Reduced cost of operations results in Business Unit profitable with a small staff



# Case Study: Construction Tool Manufacturer

- Premier Plumbing Tool Manufacturer
- Brand Promise: Reliability, Dependability
- 350 tools, 1,500+ variations, 8,700 active repair parts, 1,800 expendables
- International standards drive geographic variations
- ~35,000 orders per month
- ~1,000,000+? customers
- ~6,000 dealers US, ~10,000 dealers worldwide
  - Many dealers small, not computer savvy
  - Most single tier (except Japan)
- Issue: Some dealers slow to service customers after sales - need to improve parts availability to end-customers
- Issue: Direct e-commerce sales to end-customers versus Indirect e-commerce sales support to dealers - *Potential Channel Conflict*
- Solution: Shared commissions on end-user Internet parts sales
- Solution: Embrace dealers through shared on-line “dot coms”
- Solution: Restructure incentives to reward service and parts support



# Case Study: Heavy Equipment Manufacturer

- Premier Heavy Equipment Manufacturer
- World-wide Brand Leader
- 100s of machines, 1000s variations, 10,000s active repair parts
- ~196 dealers worldwide
  - Dealers large, computer savvy
  - Most multi-tier
- Issue: Improve speed of machine problem resolution
- Issue: Security of proprietary information
- Solution: Internet-based dealer service support
  - **Problem Reporting, Training, Parts Mgmt, Machine Mgmt**
- Result: Competitive differentiator today, required in 2 years



# PRM Benefits

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Partner Relationship Management software helps corporations manage and support their indirect sales channels by:

- Improving Communications
- Enabling Team Sales
- Improving Targeting
- Improving Effectiveness
- Improving Efficiency
- Increasing Security
- Improving Timeliness
- Controlling Costs



# PRM ROI

- ITG 1998 Study (47 SFA successes):
  - revenue increase up to 42%
  - sales costs decrease as much as 35%
  - sell cycle length reductions of 25%
  - margin improvements of 2%
  - customer satisfaction increased 20%
- StorageTek Case (Custom SFA):
  - \$1B sales, 150 salespeople
  - 0.5MM SW, 1.0MM HW invested
  - 6 Month ROI
  - reduced calls to close: 50->35
  - shortened sell cycle 35%
  - reduced cost/sale \$300->\$200
- Deloitte&Touche Study (Vantive SFA):
  - \$1B sales, 400 salespeople
  - \$10K/seat HW+SW=\$4MM invested
  - 2 Year ROI
  - reduced calls to close: 5->4
  - increased profit \$2MM
- Booz Allen Study (SalesKit SFA):
  - reduced calls to close: 5->4
  - shortened sell cycle 20%
  - reduced cost/sale \$500->\$400
  - increase potential closes 25%



# Vertical Market E-Commerce Standards

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Business-to-Business Electronic Commerce new standards are required to “web-enable” specific vertical markets:

- Rosettanet - PC Supply and Distribution Chain
- VehiX - Ground Vehicle Supply Chain - Automotive, Trucking, Construction Equipment
- ConstrucX - Construction Tools
- MaterialX? - Construction Materials
- MachineX? - Machine Tools

EDI + EC + XML + Industry Knowledge = Auto Catalog Updates



# E-distribution: Trusted Commerce Agents

- Current PRM Vendor Focus: F500, G2000
  - represents top 1%, 5%, 10% of industrial markets
- Many small vendors, small distributors
  - Nature Abhors a Vacuum
- Opportunities:
  - Major Distributors reintegrate Vertical Market
    - e.g. Ingram Micro)
  - Major Retailers branch into E-Distribution
    - e.g. Home Depot
  - Dot Coms rally Vertical Market Trading Partners
    - e.g. SecureRite

Something *will* Happen<sub>31</sub>



# WebEnable Mission

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WebEnable brings the power of sales automation, marketing automation and service automation to manufacturers who sell through dealership networks, multi-tiered distribution chains and extended supply chains.

*Enterprise Channel Automation: from the Supplier's Supplier to the Distributor's Distributor*





# WebEnable PRM Solutions

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WebEnable's Enterprise Channel Automation products allow companies to deliver and manage a wide range of **multi-national** and **multi-lingual** sales, marketing and service information.

WebEnable integrates this information across the entire **distribution/supply chain** through **electronic commerce** and supply chain demand planning protocols.



# WebEnable PRM Products

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- Sales Channel Automation
  - Multi-tier Distributor, Dealer, Direct and Self-Service Sales
- Marketing Channel Automation
  - Product, Campaign, Program, Promotion and Lead Management
- Service Channel Automation
  - Service, Maintenance, Machine, Problem and Training Management
- Synchronization Servers
  - Secure Web Application Server
  - Multi-tier Server-to-Server Synchronization Servers
    - EDI, ERP, Email, FTP, Batch, Print, **CPFR**, **OBI**



# WebEnable Services

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- Channel Re-engineering
- WebEnable Product Deployment
- WebEnable Product Integration
- Custom Solutions
- Training
- Technical Support



# WebEnable Sales Channel Automation

- 1-to-1 Marketing
- Product Catalog
- Order Entry
- Order Fulfillment
- Back Order Management
- Shipping Management
- Mis-ship Management
- RMA Management
- Warrantee Management
- Billing Management
- Invoice Management
- Sales Management
- Account Management
- Opportunity Management
- Supplier Management
- Dealer Management
- Problem Management
- Engineer-to-Order
- Configurator



# WebEnable Marketing Channel Automation

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- 1-to-1 Marketing Management
- Product Catalog
- Account Management
- Opportunity Management
- Supplier Management
- Dealer/Distributor Management
- Problem Management
- Training Management
- Marketing Campaign Management
- Product Management
- Price Plan Management
- Sales Management
- Content Revision Management
- International Content Management
- Suggestions/Requirements Management



# WebEnable Service Channel Automation

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- 1-to-1 Marketing
- Product Catalog
- Account Management
- Problem Management
- Training Management
- Parts Management
- Invoice Management
- Billing Management
- Warrantee Management
- Machine Management
- Service Management
- Maintenance Management
- Diagnostics Management



# WebEnable Product Technology

- N-tiered Client-Server Implementation for Scalability
- 100% Pure Java Client & Server for Portability
- Browser-based Thin Client for Low Cost of Operation
  - Supports Microsoft Internet Explorer, Netscape Communicator & Sun browsers using Sun Java Plugin
- Standards-based Server for Ease of Management
  - Netscape Enterprise Server, Microsoft Internet Information Server, Sun and Apache
  - ODBC/JDBC Compliant Relational DB (e.g. Oracle)
  - HTTP and RMI-based Protocols
  - RMI-based Object Request Broker, CORBA in V2.0
- Template-driven GUI generation Eliminates Web Page Design and Management
  - XML-based templates in V2.0
  - Forms-based management interface



# 1-to-1 Marketing

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# WebEnable Product Catalog

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- ✓ Product Name,
- ✓ Product Summary,
- ✓ Product Description
- ✓ Product Models,
- ✓ Product Picture(s),
- ✓ Product Audio(s),
- ✓ Product Video(s),
- ✓ Product Canned Demo(s),
- ✓ Product Details,
- ✓ Product Price Lists,
- ✓ Product Marketing Collateral,
- ✓ Technical Specifications,
- ✓ Product Service Bulletins,
- ✓ Product Parts Manuals,
- ✓ Product Repair Manuals.
- ✓ Product Announcements,
- ✓ Product Accessories,
- ✓ Product Options,
- ✓ Product Parts,
- ✓ Product Consumables,
- ✓ Product Competitive Information,
- ✓ Product Comparisons



# Product Catalog Application

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# WebEnable Order Management

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- ✓ Order Entry/Capture
- ✓ Order History
- ✓ Standing/Over-ride Orders
- ✓ PO Authorization
- ✓ Charge Authorization
- ✓ *Electronic Invoicing*
- ✓ *Physical Invoicing*
- ✓ *Invoice Rollup*
- ✓ *Invoice History*
- ✓ *Electronic Billing*
- ✓ *Physical Billing*
- ✓ *Charge-backs*



# Order Management Application

**CATERPILLAR**

WebEnable

Welcome | Opportunities | Accounts | Sales | Marketing | Products | Problems | Training

Sales

- Current Order
- smith01**
- smith02
- smith03
- smith04
- smith05
- smith06
- smith07
- smith08
- smith09
- smith10
- smith11

Name	smith01
Status	PARTIALLY FILLED PARTIALLY BA
Method Of Payment	Purchase Order Form
Credit Expiration	2/99
Credit Number	0011 3456 0023 4567
Order #	CAT05-345-9
Date Ordered	12/2/97
Date Promised	12/9/97

Configuration	Totals	Ordered By	Ship To	Bill To	Documents
Product #	Name	Description	Quantity	Price	Total
12-345a38	Challenger 35	Challenger 35	10	10.00	1100000.00
12-345a41	Challenger 55	Challenger 55	10	22.00	1200000.00

Selection Complete.



# WebEnable Account Management

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- ✓ Corporate Information
- ✓ Billing Information
- ✓ Contacts
- ✓ Purchase History
- ✓ Problem History
- ✓ RFP/RFQ History
- ✓ Bid History
- ✓ Order History
- ✓ Purchase Plans
- ✓ Standing/Recurring Orders
- ✓ Marketing History
- ✓ Inquiry History
- ✓ Suggestion History
- ✓ Training History



# Account Management Application

**WebEnable Marketing Encyclopedia - Microsoft Internet Explorer**

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites Print Font Mail Edit

Address Links

## CATERPILLAR

W  
WEB ENABLE

Welcome Opportunities Accounts Sales Marketing Products Problems Training

Customers

- Alpha Construction
- Anderson Farming**
- Danden Enterprises
- Fergusson
- Reconstruct, Inc
- Smith Ranch
- Yashimoto Industries
- Zona Mining

Dealers

- NorthCentral
- NorthEast
  - SOUTHWORTH-MILTON,
  - SOUTHWORTH-MILTON,
  - SOUTHWORTH-MILTON,
  - SOUTHWORTH-MILTON,
  - SOUTHWORTH-MILTON,
  - SOUTHWORTH-MILTON,
  - SOUTHWORTH-MILTON,

**Name** : Anderson Farming  
**Account Type** : Customer  
**Account Number** : 56rty09-a  
**Main Phone** : 203-554-2000  
**Main Fax** : 508-384-1205  
**Primary Acct Rep** : Kimberly Marble  
**Backup Acct Rep** : Frederick L. Thomas  
**Volume** : 3

Contacts Problems Purchases Orders Bids RFP/RFQ Sales Plans

Name	Serial #	Model	Date Purch
Challenger 45	34-809cat388	CH88	8/23/96
Challenger 55	34-809cat389	CH89	7/19/85
Challenger 65D	34-809cat390	CH90	5/12/97

Tab PurchasesAllView selected.



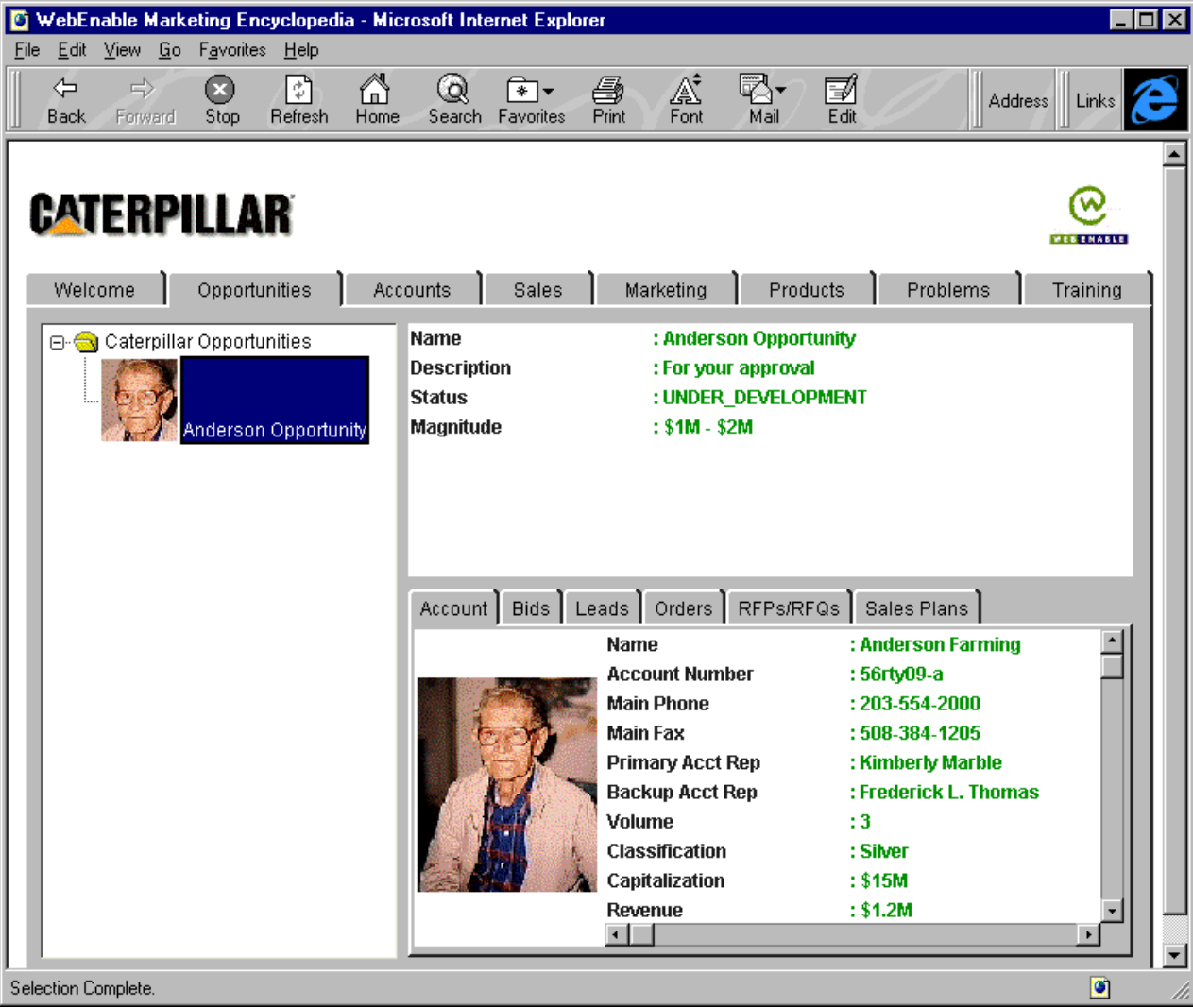
# WebEnable Opportunity Management

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- ✓ Lead Distribution
- ✓ Lead Management
- ✓ Lead Tracking/History
- ✓ RFP/RFQ Management
- ✓ RFP/RFQ Tracking/History
- ✓ Bid Management
- ✓ Bid Tracking/History
- ✓ Purchase Plans
- ✓ Outstanding Orders
- ✓ Standing/Recurring Orders



# Opportunity Management Application



**CATERPILLAR**

WebEnable

Welcome | Opportunities | Accounts | Sales | Marketing | Products | Problems | Training

Caterpillar Opportunities

Anderson Opportunity

**Name** : Anderson Opportunity  
**Description** : For your approval  
**Status** : UNDER\_DEVELOPMENT  
**Magnitude** : \$1M - \$2M

Account | Bids | Leads | Orders | RFPs/RFQs | Sales Plans

**Name** : Anderson Farming  
**Account Number** : 56ty09-a  
**Main Phone** : 203-554-2000  
**Main Fax** : 508-384-1205  
**Primary Acct Rep** : Kimberly Marble  
**Backup Acct Rep** : Frederick L. Thomas  
**Volume** : 3  
**Classification** : Silver  
**Capitalization** : \$15M  
**Revenue** : \$1.2M

Selection Complete.





# WebEnable Marketing Management

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- ✓ Marketing Campaigns
- ✓ Marketing Programs
- ✓ Marketing Budget
- ✓ Marketing Actual Costs
- ✓ Partner Cost Sharing
- ✓ Campaign Status
- ✓ Program Status
- ✓ Program Insertion Schedule
- ✓ Program Variants
- ✓ Campaign Participants
- ✓ Program Participants
- ✓ Leads Generated by Program
- ✓ Total Leads Generated by Campaign
- ✓ Lead allocation
- ✓ Orders from Leads
- ✓ Revenue from Leads




# Marketing Management Application

WebEnable Marketing Encyclopedia - Microsoft Internet Explorer

File Edit View Go Favorites Help

Back Forward Stop Refresh Home Search Favorites Print Font Mail Edit

Address Links

**CATERPILLAR** 

Welcome Opportunities Accounts Sales Marketing Products Problems Training

Caterpillar Marketing Campaign
 

- 1998 Mining Machines Campaign
- Annual Power Generator Campaign
- Fall Agricultural Campaign**
  - Ag AM TV Commercial
  - Ag Followup Direct Fax
  - Agriculture Today Bingo Card
  - Agriculture Today Magazine Advertisement
  - Caterpillar Ag Interest Postcard
  - Challenger Brochure Direct Mail
  - Challenger Brochure Direct Mail
  - Crop Report TV Sponsorship
  - Spring Ag Press Announcement
  - Spring Ag Telemarketing Followup
- Q1 1998 Construction Equipment
- Q2 1998 Construction Equipment
- Q3 1998 Construction Equipment
- Q4 1998 Construction Equipment
- Spring Agricultural Campaign

### Fall Agricultural Campaign

**98 FALL**

The Fall '98 Campaign will build mindshare amongst potential and existing customers by highlighting the features and benefits of Caterpillar mining solutions through TV advertisements, direct mail, direct fax and

Status	Budget	Actual
IN PROGRESS	12M	4,764,568

Leads Programs

Name	Description	Status
Ag AM TV Commercial	A series of TV Advertisements s	COMPLETED
Ag Followup Direct Fax	A direct fax program targeted to	COMPLETED
Agriculture Today Bingo Card	This response card and associa	IN PROGRESS
Agriculture Today Magazine Adv	This Magazine Advertisement w	IN PROGRESS
Caterpillar Ag Interest Postcard	A direct mail program targeted to	COMPLETED
Challenger Brochure Direct Mail	A brochure direct mail program	IN PROGRESS
Crop Report TV Sponsorship	A series of TV sponsorship spot	IN PROGRESS
Spring Ag Press Announcemen	This series of Press Announcer	IN PROGRESS
Spring Ag Telemarketing Follow	This telemarketing program will	IN PROGRESS

Selection Complete.



# WebEnable Training Management

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- ✓ Program Curriculum
- ✓ Course Participants
- ✓ Course Presenters
- ✓ Course Syllabus
- ✓ Course Overview
- ✓ Course Assignments
- ✓ Course Texts
- ✓ Course Presentations
- ✓ Course FAQs
- ✓ Course Quizzes & Tests
- ✓ Related Reference Material
- ✓ Related Tutorials
- ✓ Online Office Hours Chat
- ✓ Related Maintenance
- ✓ Related Products
- ✓ Related Problems
- ✓ Related Policies



# WebEnable Problem Management

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- ✓ Problem Details
- ✓ Problem Description
- ✓ Problem Resolution
- ✓ Related Problems
- ✓ Related Training
- ✓ Related Maintenance Procedures
- ✓ Related Technical Specifications
- ✓ Problem History
- ✓ Service History



# WebEnable Machine Management

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- ✓ Machine Identification
  - ✓ Machine Configuration
  - ✓ Ownership History
  - ✓ Rental History
  - ✓ Problem History
  - ✓ Service History
  - ✓ Scheduled Maintenance
  - ✓ Related Maintenance Procedures
  - ✓ Related Technical Specifications
  - ✓ Related Training Material
- ✓ *handling of demo fleets*
  - ✓ *handling of used equipment*
  - ✓ *handling of rental business*



# WebEnable Parts Management

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- ✓ Part Name
- ✓ Part Summary
- ✓ Part Description
- ✓ Part Model Number
- ✓ Part Picture(s)
- ✓ Part Details
- ✓ Part Price Lists
- ✓ Part Marketing Collateral
- ✓ Technical Specifications
- ✓ Part Service Bulletins
- ✓ Part Repair Manuals
- ✓ *stock management*
- ✓ *purchase management*
- ✓ *pricing*
- ✓ *stock taking*
- ✓ *kit stocking*



# WebEnable Service Management

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- ✓ Product Support Profile
- ✓ Product Support History
- ✓ Maintenance History
- ✓ Service History
- ✓ Trouble Ticket
- ✓ Dealer Support Profile
- ✓ Dealer Support History
- ✓ *Claims Handling*
- ✓ *Service Order Fulfillment*
- ✓ *Service Scheduling, Mgmt & Tracking*
- ✓ *Work Scheduling, Management & Tracking*



# WebEnable Maintenance Management

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- ✓ Required Maintenance
- ✓ Maintenance Procedures
- ✓ Recall Servicing
- ✓ Required Tools
- ✓ Required consumables
- ✓ Related Training
- ✓ Related Problems
- ✓ Maintenance History
- ✓ Problem History
- ✓ Problem Resolutions





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# Thank You

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