

"The requirement was to have an ecommerce portal that seamlessly updated CRM and ERP, while enabling the customer or partner to create quotes and orders online, and update account information. We looked at 5 different vendors and ultimately chose the fully integrated SmartCatalog Ecommerce Portal to SalesLogix to MAS solution"

Jeffery Brown
VP of Operations
ATS Systems

ATS opens new channels, reduces costs and improves customer satisfaction with the SmartCatalog integrated multi-channel ecommerce solution

ATS Deploys Self-Serve Ecommerce Portal for All Channels

ATS Systems is a leading provider of machine tool accessories that strives to offer superior sales, service and support resources. In their continued endeavor to provide better quality to the marketplace ATS sought the feedback of their customers. What they uncovered was that although the human interaction offered by sales and support provided value to the customer, the process was disconnected and inherently inefficient. Additionally, customers and partners wanted a self-serve ecommerce portal.

After a thorough review ATS uncovered that:

- their customers and partners wanted self serve ecommerce portal
- they had out grown their CRM system
- front office and back office systems were not integrated
- capturing and fulfilling orders was a manual process requiring duplicate data entry
- knowledge around all product complexities, specifications, compatibilities, new products, pricing, shipping, etc. was far too dynamic to be consumed and retained by the inside sales force.

The business impact for ATS Systems around these challenges was:

- too many inaccurate orders
- too many quote/order revisions
- too many product returns
- too many good faith measures
- higher cost of sales
- high costs of sales training
- longer sales cycles
- poor sales forecasting
- poor inventory management

Jeffery Brown Vice President of Operations with ATS Systems sought to solve these challenges with a fully integrated quote too

cash solution that would enable customers and partners to self serve their accounts and place orders online. "The requirement was to have an ecommerce portal that seamlessly updated CRM and ERP, while enabling the customer or partner to create quotes and orders online, update account information such as contact, billing and shipping information. ATS looked at 5 different vendors and ultimately chose SAGE SalesLogix, SAGE MAS and the fully integrated SmartCatalog Multi-Channel ecommerce portal solution", said Jeffery Brown. ATS has successfully deployed the solution located at <http://vse.ats-s.com>

The SmartCatalog solution provides ATS Systems customers and partners with an engaging self-serve ecommerce portal including intelligent guided selling or product advisors where questions are dynamically presented to the user based on product data queries, conditions around user inputs, around role and account data. The result is customers and partners can easily and quickly generate accurate quotes and orders 24/7 around complex products and services that would have required numerous human touches in the past.

Since the deployment of SmartCatalog, ATS Systems has recognized significant ROI including:

- 40% reduction in order inaccuracies
- 40% reduction in order revisions
- 20% reduction in product returns
- lower cost of sales
- increased revenues by allowing prospects to create accounts and orders via the portal
- new international business as the result of being open for business 24/7 significantly higher customer satisfaction



ATS Systems www.ats-s.com

ATS Systems is a leading provider of machine tool accessories through superior sales, service and support resources.

The Challenge

- ATS lacked an Ecommerce Presence
- ATS had a very manual process for capturing and fulfilling orders. The process was not integrated and required duplicate data entry within CRM and ERP.

The Solution

- SmartCatalog multi-channel ecommerce portal integrated to SalesLogix and MAS