

Thiele Technologies Shortens Sales Cycle By Equipping Sales Reps with What They Need To Sell

Thiele Technologies wants “to be recognized as the best packaging machinery company in the markets it serves” and is achieving this with a focus on creating an environment where people succeed and through the continuous improvement of its business processes. Thiele Technologies is headquartered in Minneapolis, MN and is a subsidiary of Barry-Wehmiller Companies, St Louis, MO, the leading packaging automation group in the Western Hemisphere.

Complex Needs

With the goal of replacing their legacy quotation system with a rules-based quotation solution that fully integrates with Sage CRM SalesLogix, Thiele’s cross-functional implementation team, selected Endeavor Commerce’s Smart Catalog. “With Endeavor Commerce’s powerful rule manager, Thiele is able to manage configurations of machinery features and options enabling our Sales Engineers and Sales Executives to rapidly tailor and generate complex capital equipment quotations without error. Quotations generated via the Smart Catalog are integrated with native Sage CRM SalesLogix and therefore part of a single database solution that all our users have access to,” said Mark Prok, Vice President of IT.

“With the large number of quotes Thiele generates, we need the quotation solution to be fast, easy and accurate for our Sales Execs and Customer Support Team,” said Todd Sandell, Vice President of Sales and Marketing. “We’ve utilized a data-driven quotation solution for many years and Smart Catalog is a next generation tool for us that really brings it all together.” In order to accurately and efficiently handle these levels, Thiele’s Sage CRM SalesLogix quotation system utilizes Endeavor Commerce’s rules-based configurator to guide users through the available features and options to quickly tailor a machine to the customer’s requirements.

Thiele’s previous quotation system had a limited set of rules available and was server based. Those creating

quotes had to thoroughly know the broad equipment line Thiele offers to quickly and accurately produce a quote. All configurations and quotations were completed internally by Sales Engineers and support resources before returned to the Sales Executives. This process added excess time and revisions, which prolonged selling cycle.

Thiele saw an opportunity to improve on this by giving the outside sales executives all of the logic they need at their finger tips to quote fast, quote accurate and quote professionally. By providing a



Client Profile

Thiele Technologies

www.ThieleTech.com

Thiele Technologies combines over 100 years of packaging machinery experience from Bemis Packaging Machinery, Thiele Engineering, and Frontier Products. Thiele is headquartered in Minneapolis, Minnesota and is a subsidiary of Barry-Wehmiller Companies, Inc., the leading packaging automation group in the Western Hemisphere.

Business Issues to be Resolved

- Rules-based configurator
- Reduce number of hand-offs in the selling process
- Quotation solution integrated with SalesLogix

Impact of Smart Catalog

- Compresses selling cycle time
- Fast, accurate quotes
- Single data repository

"We've looked at many configuration solutions over the years and Smart Catalog enables us to achieve several critical business objectives within our SalesLogix platform. With Endeavor's help, we will deploy a world-class quotation and configuration solution integrated with SalesLogix for our sales team in record time."

Mark Prok, Vice President of IT

'virtual sales engineer' on their laptop, sales executives are enabled to perform budgetary and final quotes in the field compressing the selling cycle.

To accomplish this, Thiele purchased the Smart Catalog for Sage CRM SalesLogix from Endeavor Commerce, and is taking advantage of Endeavor's mentored implementation approach to customize and install the solution themselves. "When we saw Smart Catalog and how it addressed our complex configuration needs, integrated out of the box with Sage CRM SalesLogix, and was a solution we could implement and administer on our own, we knew this would be a great solution for us," said Mark.

Mentored Implementation

In order to keep costs down, Thiele decided to implement the Smart Catalog on their own with help from Endeavor's Professional Service team. Endeavor Commerce publishes a "Mentored Implementation Program" for any new and existing customers. The program includes intensive technical, project management and administrative training. "We install the software, conduct multiple training sessions

in person or over the web, provide a project plan, assist in design sessions and provide on-call assistance when needed," said Jenifer Reed, Endeavor's Director of Professional Services. "Our software solution is plug and play and can be deployed with no or limited customizations. However, there is a "business analyst" component of every implementation to define all product, pricing and business rules around the quote and order entry process. For those who can and are willing to take it on, we help our customers 'do it themselves.' At Thiele, they committed to the training and are doing a great job implementing."

Mark Prok added, "We've looked at many configuration solutions over the years and Smart Catalog enables us to achieve several critical business objectives within our Sage CRM SalesLogix platform. With Endeavor's help, we will deploy a world-class quotation and configuration solution integrated with Sage CRM SalesLogix for our sales team in record time." Thiele plans on a complete roll out in summer 2005 to sales executives worldwide.

Endeavor Commerce is the leading sales configuration and interactive selling software provider for the mid-sized enterprise. We



help companies with complex products, services and pricing. This enables them to increase sales, decrease costs and increase customer satisfaction by automating their quotation and order entry processes across sales, partner and customer channels.

Endeavor's Smart Catalog solutions are sold with market leading CRM and eBusiness applications from Microsoft and Sage Software, and as stand alone Interactive Selling Systems. Our technology, distribution and delivery models are focused on solving problems for mid-market companies and divisions of Fortune 500 Corporations.

For more information, visit www.SmartCatalog.com or 877-330-9564 x1.