

Sofonnews



Alwin Hekker Broshuis

Harold Vorsteveld Broshuis

Thanks to Sofon, we're saving costs because our sales reps can stay within the standard

Business Case: Broshuis noticed that there were regular communication problems between the customer, sales and engineering. Sofon software improved this situation.

Longtime Sofon Customer: Sofon facilitates NASSAU Indus Deur in their switch from production-oriented company to service-oriented company.

Experts speak out: In the past, Veenman worked with only a calculation tool. Sofon has brought them a complete sales-supporting system.



If we make sure the data is entered properly, Sofon does the rest.

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Slow down or speeding up?

Why ever do information systems often *slow down* developments in businesses instead of *speeding them up*? One of the most important reasons is that many software packages are constructed in an old fashioned way: as inflexible, database-driven applications that can only be adjusted to the wishes of users with custom developed software. It usually costs too much time and money to adjust these kinds of packages, which means that a gap starts to open up between the desired company process and the reality of the software package from day one of use.

If there is one area in a company where this is extremely undesirable, it would have to be sales. Both the products sold and the wishes of customers change constantly. Sales therefore needs different software than most traditional business software packages can offer: extremely flexible, very fast to adjust (with no software development to hold things up) and very easy to use. Sales personnel are not the type of people to enjoy spending their days at a computer.

We developed Sofon Guided Selling with this vision: a software package that helps sales reps sell client-specific products and services quickly, simply and with no mistakes.

In this issue of Sofon News, you will read about how the companies Broshuis, Veenman and NASSAU Indus Deur not only implemented Sofon, but also how they adjusted their use of Sofon to the changes in their business after initial implementation.

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Patrick Grauss
MAJOR ACCOUNT MANAGER

If we make sure data is entered properly, Sofon does the rest

What does Veenman do?

Patrick Grauss: "We advise companies in various sectors on optimizing document-related operating processes. Our software solutions vary from digitizing files to invoice management. In the area of hardware solutions, think of MultiFunctional Printers (MFPs), faxes and (dedicated) scanners. We are part of Xerox Europe, but we have also been an HP preferred partner for years."

What was the situation like before Sofon?

Grauss: "Before Sofon, we worked solely with a calculation tool. This was an especially difficult program for new staff. And more experienced staff didn't always know how the tool made a calculation."

Beijl: "And when the calculation was complete, we had to divert to Word to put together a quotation manually and then go to our CRM system to update customer data. These excursions to other systems cost time."

What is the situation like with Sofon?

Beijl: "Thanks to Sofon, we no longer have to switch from one system to another. Based on a calculation, Sofon updates the CRM data, fills in the right fields in various documents and adds the right template. This takes place automatically and correctly."

Grauss: "With Sofon, we really have a complete system available that supports us in all sales-related operations; from keeping up all customer and prospect data to producing mailings, calculations and quotations. Thanks to Sofon, product and price information is correct and up-to-date. Gaining insight into calculations (and margins) has become a piece of cake. Even new staff can quickly work with the system. If we make sure data is entered properly, Sofon does the rest."

Which advantages does Sofon offer?

Grauss: We can put together a forecast quite simply with Sofon. In this way, I can immediately see how various sales cycles are going. Because I can see the probabilities and the expected revenue amounts, I know which potential orders



need more attention. I can also immediately see whether I will achieve my goals for this time period or will need to adjust them – and on which sub-goals I need to focus: new business, software, paper... These reports are also very handy for our management in directing our sales team."

Beijl: "And I also know exactly what Sales has agreed with customers. I need this information to produce a contract for a customer and to direct the purchasing department. Purchasing can work with the data from Sofon that we – still – enter manually into ERP."

What will the future bring for Veenman and Sofon?

Beijl: "At the moment we're working on an interface with the new ERP system Microsoft Navision. In time, we will be able to put data through automatically from Sofon to ERP. This will bring us time savings. We can then focus more on managing – instead of processing – orders. And that means: working more efficiently and realizing better and more accurate delivery times."

RESULTS

- A complete and user-friendly sales support system in use by 80 field sales staff and 25 office sales staff
- Total front office solutions implemented: Sofon Sales Organizer (CRM) and Sofon Proposal Organizer
- Simpler calculating and quoting
- Improved insight into calculations and margins
- Clearly and conveniently arranged history and management information
- Complete insight into forecast
- Simpler directing and monitoring

Thanks to Sofon, we're saving costs because our sales reps can stay within the standard

Harold Vorstveld

Alwin Hekker

Case

Sofon streamlines the expectations of customers, sales, and engineering

Broshuis manufactures trailers for the special transport sector and is also active in the container market. Each year, more than 1,000 Broshuis trailers make their way to the customer. Broshuis noticed regular breakdowns in communication between the customer, sales, and engineering during

Different expectations

Expectations for a product to be delivered can often vary widely. That had also been the experience of Broshuis. Vorstveld explains: "At times, we have had to change an order substantially, because what the customer wanted was originally incorrectly interpreted by sales or engineering. Other times, we offered a custom solution, when the customer would have been satisfied with a more standard trailer. Unnecessary customizations were so prevalent, you could identify which sales rep had sold the trailer by the type of lights on the trailer. The customer had not requested these types of special lights, nor had they paid extra for them."

Customized solution?

Broshuis needed software that could streamline the customer's expectations with the knowledge of sales and engineering.

the sales process which often resulted in the customer's expectations not being met. Broshuis took advantage of the opportunity to change this situation with the help of Sofon. We spoke with Harold Vorstveld (Sales Director) and Alwin Hekker (Head of Engineering) about these changes.

As Hekker explains, "We considered building our own product configurator, but the number of disadvantages involved was just too high. The entire organization would then have been highly dependent on the maker, and other companies have specialized in configuration software. So why reinvent the wheel?"

Results in one day

Broshuis held discussions with a number of suppliers of product configurators. "Sofon was set up in a very structured way in comparison with competing packages", Hekker explains. "When preparing a product, Sofon leads you in a logical order by means of a question and answer method. Sofon was able to show results in one day: a model based on our situation with which a quotation and a price were generated. That was something that the competition could not match."

The Sofon organization also demonstrated its competence in understanding the many different challenges we faced and solving them within their standard software. That instilled confidence in both the product and the organization.”

Trained in one day

Once the choice for Sofon had been made, the implementation commenced. “The entire implementation went exceptionally well”, Hekker says. “Sofon made available a clear implementation plan with a clear timeline. The system was also highly user friendly – both the CRM portion and the quotation generator itself – which enabled the software to run smoothly and made it possible to quickly train the sales team. They were able to pick it up in one day.”

Smooth and quick implementation

Broshuis went live with Sofon within six months. As Vorsteveld explains, “The implementation went smoothly and quickly. In fact, we required little consultancy (9 consultancy days, in total). That was made possible by the user friendliness of Sofon, but also by the professional knowledge and good overview of our model builder Alwin. I advise every future Sofon customer to fully dedicate an employee with these types of qualities for the implementation. We would also like to add the additional products to Sofon. Currently, our best selling products are in Sofon and make up 90% of our total revenue.”

Complete sales funnel mapped out

Now that Sofon has been in use for some time, the results are readily apparent. “For us, being able to see the phase in which the quotations are located is an enormous advantage. In this way, the chance that a sales rep does not follow up on a quotation is minimal. We have now mapped out the entire sales funnel. We can also properly measure whether service calls are handled within the specified period and whether there is improvement to be made in this area.” “We also maintain a file for each customer”, Hekker adds. “In that way, we are now completely aware of what our co-workers do and a colleague can easily take over that task in the event of an employee illness.”

Working within the standard configuration

In the meantime, Broshuis is working more within the standard configuration. “Every customer has their own ideas, but

many customers actually want the same thing”, Vorsteveld says. “We can demonstrate this using Sofon. For example, we now offer the customer a choice of five cargo blocks. Previously, the customer had a choice of no less than thirty, which was not something that the customer actually needed. The chance is fairly good that the customer will choose one of the five standard options. If they do not choose one of these standard options, they know that their choice will have to be developed and that this will involve additional costs.”

Cost savings

As a result, Broshuis has been able to create clear, cost-saving standardizations. Quotations are also now being prepared flawlessly and the products offered are always possible to manufacture. “Inspection is no longer required”, Vorsteveld says. “We know that a trailer configured using Sofon is feasible. Over time, that’s going to deliver an enormous management advantage.” Hekker adds: “The cost savings are already becoming apparent. By using Sofon, a sales rep is aware of the standards. We avoid unnecessary, costly deviations. That, in turn, is a major benefit to the communication between sales and engineering – but also in the communication to the customer. In the future, we plan to equip our sales reps with an iPad to enable them to configure a trailer at the customer’s location.”

RESULTS
· Live within six months with little consultancy (9 consultancy days, in total)
· Offering the best selling products using Sofon
· Quotations are flawless and orders are feasible; inspection is no longer required
· Cost-saving standardizations
· Improved communication between sales, engineering and the customer
· Complete sales funnel mapped out; quotations easier to track
· Measurable and completed service calls



longtime sofon customer

Marc van Bragt

*With fewer sales reps,
we now offer quotations
with a higher revenue*

NASSAU Indus Deur: from production- to service-oriented company

In this section we like to let longtime Sofon customers have a say. Customers who have applied Sofon for years often take things further than only product configuration and quotation generation. They discover that Sofon offers them support precisely when their organization and market change. This was the case at NASSAU Indus Deur

Distinguish

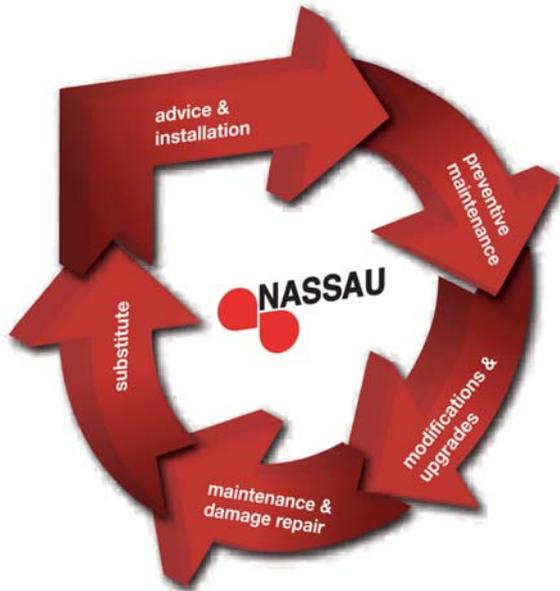
NASSAU Indus Deur is part of the Danish NASSAU DOOR A/S and has supplied the highest quality industrial doors for almost 40 years. However, not only quality in production and delivery play a role. For NASSAU Indus Deur, quality in service is becoming more important. Van Bragt explains: “There is a lot of competition in the market and industrial doors often have a long lifecycle. Supplying only new doors is therefore not lucrative enough. We wanted to distinguish ourselves in the market in the area of service. And not only just in service, but in the best service available. For example, we can be reached 24/7 and we quickly come up with a solution, as a defective door costs our customers money. So we give our customers complete advice: on matters from operational safety up to and including security. Our advice is tailored to the customer. A company dealing with high-tech products may have completely different security needs than

– supplier of industrial doors. NASSAU Indus achieved great results thanks to Sofon: correct quotations and products that are 100% feasible. But NASSAU Indus wanted more. Marc van Bragt (Marketing & Sales Manager) explains which contribution Sofon made to the switch from product-oriented to service-oriented company.

a company in cleaning products. Sofon helps us give good advice and supports us in handling service calls. We use Sofon both for new business and for service to existing customers. In this way, we not only produce a sales order in Sofon but we also produce a concept service contract. A signed service contract then costs you no real extra effort.”

Lower service costs

In these times of cost savings, NASSAU Indus Deur notices that customers prefer a quick save on maintenance. “But we show them how we can bring their service costs down. For example, we monitor service costs per door. We often conclude that 20% of the doors represent 80% of the costs. These are the doors we then deal with. Possibly one of these doors should really be replaced, or perhaps a former supplier sold the company the wrong kind of door. A door that is constantly opened and closed suffers a lot of wear and tear. In that case,



a logical choice is to replace this standard door with a high speed door. High speed doors are more expensive than standard doors, but the customer saves so much on service costs that the difference is quickly recouped.”

Monitoring

Thanks to Sofon, NASSAU Indus Deur has a complete overview of all installed doors. NASSAU Indus Deur also has the tools to monitor doors, sales reps and sales opportunities. “With Sofon, I have my quotation portfolio completely mapped-out. I can immediately see which potential deals we need to focus on and which (potential) customers need more attention. We also have the possibility of producing sales reports. In this way we can follow revenues, margin and discounts per sales rep in relation to the budget. This has shown positive results for us. With fewer sales reps we now offer quotations with higher revenues.”

More transparency

The Belgian branch – NASSAU Door – now also works with Sofon. “Since Sofon is operational in Belgium, there is more transparency. We now have one price list for two countries. And that price is up-to-date. We can no longer sell a part for too little. Our Belgian branch is now enjoying the advantages of uniform quotations and of improved quality and time savings. I want to bring both branches to the same level. And Sofon helps with this; the sales of service contracts in Belgium has increased by 100%.”

WHAT DID NASSAU INDUS DEUR ACHIEVE WITH SOFON?	
1st phase	<ul style="list-style-type: none"> Quotations and orders are produced faster and with less effort Quotations and contract are complete, clear, uniform and error-free Fewer people involved in quotation process Offered products can always be realized
2nd phase	<ul style="list-style-type: none"> Service contracts are automatically generated Quotation portfolio mapped-out; improves monitoring and management Harmonization of the organization and approach to sales and service in Belgium and the Netherlands Fewer sales reps now offer quotations with higher revenues Training time new staff shortened Product knowledge is documented More transparency



New customers

Sofon Guided Selling is used in various industries by – at first glance – totally different customers. Our customers operate in the world of industry, warehousing, transport, insurance, telecom and services.

A short introduction to a few new clients:



BWT Pharma & Biotech provides systems of pharmaceutical water from the feedwater supply to the point-of-use. As a leading supplier to this market, BWT Pharma & Biotech has many years of experience and possesses a comprehensive spectrum of technologies for producing all the grades of water required in R&D and production environments as well as handling the waste produced. BWT will implement Sofon Guided Selling.



Tinius Olsen is the leading specialist manufacturer and supplier of tension compression materials testing machines. Their machines are designed for use in Research and Quality Control to measure material's strength and performance in accordance with international testing standards. With Tinius Olsen's equipment it is possible to perform tests on raw materials such as metals, composites, polymers, concrete, textiles, rubbers, adhesives, as well finished components. Tinius Olsen chose Sofon as their global configuration, price and quoting tool. Since there are many configuration options for their testing machines based on the desired end user application and international standard they required a solution that would allow their sales team to accurately generate a quotation with a consistent format and integrate with their Microsoft CRM and Dynamics AX implementations.



Mayekawa is one the most advanced manufacturers of industrial screw and suction compressors, that are known as MYCOM-compressors. Apart from the production of compressor units, Mayekawa also supplies water and glycol chillers in standard and custom designed versions. At the same time, Mayekawa develops new markets with technologies in the area of energy and water savings, general resource savings and various robotic technologies, making use of their enormous experience in industrial refrigeration. A fast and error-free quotation process is of great importance for Mayekawa. Because of the increasing number of quotations and orders, Mayekawa has decided to implement Sofon Guided Selling. Sofon is utilized to retain the quality of quotations and to make sure that the pressure of work decreases, without hiring more staff.



Sofon is the supplier of sales support software under the name Sofon Guided Selling. With Sofon, quotations, contracts, orders and other sales documents are put together simply, quickly and error-free. Among other things, Sofon Guided Selling supports calculation, configuration, visualization and document generation in any language desired. This decreases sales costs, reduces delivery times, increases the chances of winning business and improves cooperation between clients, dealers, sales, engineering and production. Sofon integrates with standard CRM and ERP systems and is suitable for all companies who have a client-specific way of operating – in every sector – anywhere in the world.

activities

Events

Cloudforce Essentials
21 September 2011
ChasséTheater, Breda (NL)
Sofon has a booth at the salesforce.com event 'Cloudforce Essentials'.

CRM Expo
5 + 6 October 2011
Nuremberg, Germany
Sofon has a booth at the CRM Expo.

Sofon Seminar
11 October 2011
Restaurant De Salentein, Nijkerk (NL).

Cloudforce 2011
27 October 2011
Internationales Congress Center, Munich
Sofon is one of the sponsors at the salesforce.com event.

Guided Selling Blog

Sofon is happy to share knowledge with you! In Sofon's weekly blog posts, various experts from the Sofon organization speak out. These experts have a clear insight and experience into best practices within the sales and quotation processes of companies who supply client-specific products and services. You can share in this knowledge by visiting www.sofon.com/blog.

Twitter

Would you like to be kept up-to-date on Sofon's activities? Follow us on Twitter! You will be the first to know about a new blog post or our participation in a seminar or fair. You can find us at www.twitter.com/sofonsoftware.

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