

“Sofon’s story seemed too good to be true. But they fulfilled all their promises!”



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Veenman is traditionally a dedicated supplier of printing systems with experience in document management, digital solutions and process optimization. With a network of powerful partners, tailored advice and solutions are offered. Through a customer-oriented approach, the quality of organizations in many sectors is optimized. Sofon recently went live at Veenman. Gerard Bruring (Program Manager) and Arjen Wildemans (Senior Project Manager) tell the story of their choice for Sofon.

## Veenman produces error-free, professional, uniform sales documents using Sofon

### TO GOOD TO BE TRUE

Before the introduction of Sofon, Veenman used a calculation system. Wildemans explains: “This program had clearly passed its useful life. Only a few people in our organization understood how the program actually handled calculations. The program was not very flexible. It took a lot of time to implement changes in the system because we were dependent on an external party. Apart from this, we were constantly typing out quotations and contracts in Word. After that, we had to put this information into our sales contact system. All this typing increased the risk of error. Because of that, extra checks were put in place. The involvement of so many departments ate up a lot of time.” Bruring continues: “This way of

handling the workload gave the organization too much freedom, making it possible for one salesperson to offer the same product for a totally different price than another salesperson. That was of course not our intention. Our quotations also looked different every time. There were various skeleton documents circulating; there was no uniformity in the sales documents that were sent out. We wanted to develop a program ourselves to solve all these issues. We then became aware of the existence of Sofon. From the contacts with Sofon we saw that these problems could be solved. In the beginning, we were skeptical. It sounded too good to be true. But Sofon fulfilled their promises!”



## “Our entire staff accepts and appreciates Sofon”

### ACCEPTANCE

Veenman started with a proof-of-concept. “Sofon came through this test with flying colors”, says Wildemans. “During the following six months, we developed all the models and we went live in our four sales areas. This process of going live was spread over the areas and went smoothly everywhere.” Bruring continues: “In the beginning, we were aware that it would not be easy for everyone to accept a new system. Change always brings unrest. Because of this, we involved every level of staff in the design. Sofon is now accepted and appreciated by all. Now some 80 field staff and 25 office staff produce their commercial documents using Sofon. Our office staff is very pleased with Sofon. They find that far fewer mistakes are made and that our sales documents look professional and uniform. Our customers agree. And now we can also produce order documentation very quickly. If orders are not too complex, they can be produced in as little as 5 minutes.”

### INSIGHT INTO BLACK BOX

“It was good to leave our old calculation system behind”, says Bruring. “This was a real black box for us. With Sofon we always know how a calculation is put together. So we have insight into everything we do.” Wildemans adds: “The advantage to Sofon is that we have a built-in commercial check in the beginning of the process. This gives us more control over the calculations made by our sales people. Apart from that, we can validate and approve a quotation before it is sent out, ensuring fewer surprises afterwards.”

### PLANS FOR THE FUTURE

Veenman is currently working on an interface with the new ERP system Microsoft Navision. Bruring: “The goal of this interface is to put through the sales order and contract data to our ERP system. This will lead to even greater efficiency in the sales department. Sofon will also be used to supervise sales people during technical stock-taking. In this way we can offer clients exactly what they need in their specific situation. And that’s what we’re all about at Veenman.”

## WHAT DID VEENMAN ACHIEVE WITH SOFON?

- Calculation system replaced successfully within six months
- Fewer errors in calculations and sales documents
- Improved insight into calculations; no black box
- Fewer input instances and checks by different departments
- Uniformity in contracts; uniform image toward outside world
- Shortened turnaround time for contract documents
- Uniform methods and process consistency for all sales people

