



Sales Force Automation



Monday October 16th
Session 404
9:30am – 10:30am





SFA – Sales Force Automation

CRM – Customer Relationship Management

- One view is that CRM is just the new term for SFA
- Another view is that SFA is part of a broader scope CRM

CRM: *Influencers -Contact Management, Notes, Prospecting Tools, Lead Management Systems, Marketing Focus*

SFA: *Transaction Centric - Pricing Management, Order Processing, Account Penetration Tools, Sales Focus*



Early Sales Force Automation



The Goal: Allow sales people to reach more customers in a shorter period of time and remain in the office where they have access to more information and can be more productive.



The SFA Promise

- Increase Sales & Profits
- Improve Efficiencies
- Retain Employees
- Reduce Errors
- Improve Communications
- Gain a Competitive Advantage
- More Profitable Growth
- All of the Above



The Customer Factor

- Customer Type One
 - Face to Face
- Customer Type Two
 - Don't call me, I'll call you
- Customer Type Three
 - PC Literate
- Customer Type Four
 - The "N" Gen.



SFA for the Foodservice Industry

- Telephones & Fax Machines
- MSI's & Telxon's
- Pagers, Cellular Phones & PDA's
- Laptops and PC's
- The Internet

The Goal: Unlock the information contained in your ERP system and re-align business processes within the supply chain to the points where they have the most value:



The “e” evolution in Foodservice

- Mainframes to Mid-Range Computers
- Telxon, MSI, Fax Machines
- Pagers, Cellular Phones
- Laptops, PC's, Tablets, LAN's, WAN's
- PDA's, (Palm, Pocket PC, Smartphones)
- ECR's, POS Systems,
- Back Office Automation, Dining Room Management
- The Internet
- ??????

It's all about connectivity and the sharing of information



The only thing that "e" does not
stand for in today business world
is "easy"

Lou Gerstner, CEO IBM



In a recent report by CIO Insights 48% of the companies surveyed still think of the IT Department as an internal support or staff function.



IT is Strategic

- The complexity of the marketplace and the pace of change makes a Technology Strategy a Requirement for your Business.
- Company Wide Involvement
- IT is a Senior Level Position
- Defined Review Schedule
- Selection Committee for Investments
- Identify Processes for Measuring ROI's



SFA Technology Strategy

- Identify your Business Priorities
- Create a Tools Inventory
- Design a Deployment Plan
- Build the Infrastructure
- Perform a Skills Assessment
- Develop Training Plan
- Develop Support Plan



SFA – IT Strategy

- System Availability
 - Backup/Recovery Plan
 - System Monitoring
 - Critical Windows Updates
 - Scheduled Maintenance
 - Network Security
 - Anti-Virus/Anti-Spy ware
 - Problem Tracking/Resolution
 - Upgrade Deployment



SFA – Laptops, *Cost Justification Points*

- Reduced Telephone Expense
 - Average 20 minutes per day per user. (x2)
- Paper Savings
 - Order Guides, Price Books, Reports, Statements, Flyers
- Inside Sales Support Savings
 - 1 hour per day x 250 work days x \$??? Per hour
- Reduction in Re-Stocking of Returns
 - Average Reduction of 33%.
- Reduced Damage Expense
 - The more a product is handled the higher your damage expense
- Increased Margins (.25 – 1%)
 - Accurate information, Margin Maintenance, Frequent Updates
- Increased Penetration
 - Detailed Information, Easy Search Functions, Time Savings
- Increased Sales from Out-of-Stock Recovery
 - Accurate Inventory information at the time of order.



Growth ROI Formula for an SFA Project

- Project your GP% Increase
- Project your Cases per Order Increase
- Average case price x new cases per order Total
- Multiply this number by projected GP%
- New GP\$ per order – Old GP\$ per Order
- Multiply this number times number of orders processed per day.
- Total System Cost divided by additional GP\$ per day = xx days for ROI.



Simple ROI Formula for an SFA Project

\$30,000,000 Annual Sales Volume

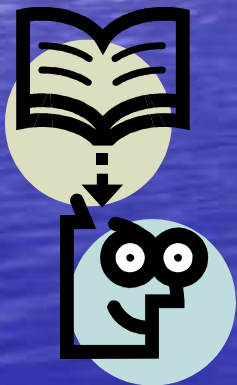
\$75,000 SFA Investment

- .25% Increase in GP%
 - Annual Profit \$75,000
 - ROI = 365 Days.
- .50% Increase in GP%
 - Annual Profit \$150,000
 - ROI = 182.5 Days
- 1% Increase in GP%
 - Annual Profit \$300,000
 - ROI = 91.25 Days



Technology shouldn't just change the way we do our jobs.

It should change the way we THINK about how we do our jobs.





The "C" Word

Consultant



Consultant Toolkit

- On Demand Information
 - Electronic Product Catalog w/Unit Costing
 - Electronic Order Entry w/Order Guides
 - Electronic Flyers and Promotions
 - Electronic Invoice
 - Detailed Product Information
 - Recipe Information
 - Menu/Recipe Food Cost
 - Inventory Control
 - Purchase History Reporting
 - Rebate & Promotion Tracking



Change is Inevitable...
Improvement is Optional...





Most Successful Technology is Transparent

When a technology becomes a lifestyle the focus shifts to the task and not the medium for accomplishing it.



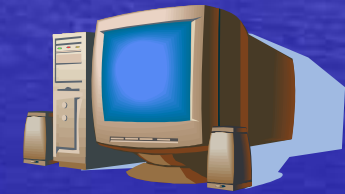


MC-Commerce

People Connected to
the Internet



People not Connected
to the Internet



Integrated Solutions





Customer Self-Service

- Thick Client & Thin Client
- Lowers your cost of doing business
- Improves the quality of your service
- Increases account penetration and dependencies
(30 – 50%)
- Reduces errors
- Create an assisted sales experience
- Be Click Conscious



Know your Target Audience

- Business User are not Surfers
- Three Primary Points of Entry
 - Key Supplier
 - News Source
 - Special Interest Site



It's a Complex World

- Windows NT4 had 16 million lines of Code
- Windows XP has 45 million lines of Code
- XP was released on October 25, 2001, and Microsoft posted 18 megabytes of patches on their Website the same day.



Supporting Remote Users

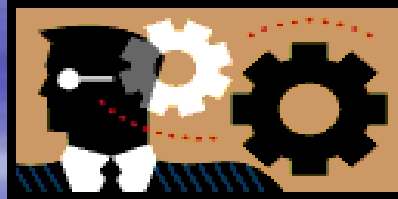
- **Viruses-** A program or piece of code that is loaded onto your computer without your knowledge and runs against your wishes.
- **Spam-** Electronic junk mail or junk newsgroup postings. Some people define spam even more generally as any unsolicited e-mail. Real spam is generally e-mail advertising for some product sent to a mailing list or newsgroup.
- **DoS-** DoS attacks are a byproduct of worms that are generally email based. They create a denial of service scenario by creating so much network traffic that the company's network is overwhelmed and consequently rendered unusable.
- **SpyBots** – Annoying little pieces of code that can track what you do and generally bring your system to it's knees.



- U.S. Corporations were hit with a monthly average of 113 virus infections for every 1000 PCs they owned in 2005.
- The study found. Sixty-nine percent of respondents said that viruses had affected productivity, while 37 percent reported loss of data due to viruses.

(ICSA Labs, 2005)





In the US, 44% of businesses have suffered at least one malicious security breach in the past year. This figure rises to 78% for large businesses. 20% of large firms say that after the incident it took more than a week to get operations back to normal.

(DTI) 2005





Emerging Technology to Watch

- PC's & Laptops
- Ultra GByte Hard Drives
- Powerful New Servers with Clustering Capabilities
- The Internet
- WLAN Meshes
- Cellular Phones & Hybrids
- BWA -Broadband Wireless Access
- Wi-Fi & Wi-Max
- Blue Tooth
- Virtualization
- Customer Self Service
 - PC & Internet Ordering
 - Electronic Reporting Tools
 - Bar Code Scanning
- VOIP
- Micro Fuel Cell Batteries
- Multi Core Chip Technology
- Web Services &
 - Service Oriented Architecture
- Microsoft Vista (2007)
- Internet Explorer 7
- Ultra Portable PC's



Where's Waldo

- Currently about 24 Satellites emitting signals to GPS systems
- Expected to increase to 51 by 2010 and 100 within the next ten years.

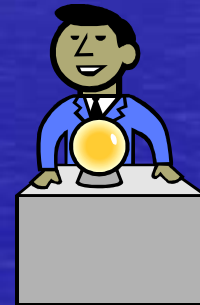




Warning

Predictions are just Opinions about things that haven't happened yet.

But here's a few things to watch...





AJAX

Asynchronous JavaScript & XML

Software tools that make browser-based applications behave more like software running on a PC.

Applications running over the Web usually require that a new web page be sent to a user to accomplish each individual step in a task. (SLOW) But Ajax lets new data trickle in, updating the content of the page on the fly. Currently being used by Amazon's A9 search engine, Google's Gmail service, Netflix's movie ratings, and Yahoo's Flickr photo website.

Possible Use: Remote employees who need to access your enterprise systems.



Deep Web Search

Currently Google has indexed over 8 billion web pages.

Un-official estimates are that the un-cataloged network is 500 times bigger than the World Wide Web as we know it.

If information is power, than finding it is the key to unlocking the power.



Hybrid Cell Phones

Wi-Fi-enabled cell phones that blend cellular and landline phone systems.

Hybrid services will automatically recognize and switch to open Wi-Fi networks

Switching to Wi-Fi will result in vastly better call quality inside residences and office towers that are hard to cover with cellular networks.

Also speeds up Web surfing on smart phones which could enhance the link between your phone and your PC

ABI Research estimates consumers will purchase of 100 million hybrid handsets over the next five years.



Micro Fuel Cells

- Batteries for portable electronic devices that use a refillable external fuel supply, from hydrogen to natural gas, methanol, ethanol, and sodium borohydride.
- The more power-hungry digital devices have become, the less plain-old lithium-ion batteries have been able to keep up. Fuel cells are the leading candidate to replace them. The most popular technology is called direct methanol fuel cell (DMFC), which mixes methanol and oxygen. Hitachi has developed a methanol-based laptop fuel cell that will go on the market in 2007. Japanese cell-phone giant NTT DoCoMo has teamed up with Fujitsu to build tiny fuel cells for mobile phones.
- The transition will take time, so don't expect to buy a fuel cell at Best Buy right away. But Research & Markets, a research group, forecasts that micro fuel cell sales will grow to \$510 million by 2008 and \$11 billion by 2013.



Wi-Max

Similar to Wi-Fi but with a range of 30 miles

Wi-Fi is great, but its range is limited. Intel has taken the lead in developing Wi-Max standards, and the service is expected to roll out during the next two years--first in rural markets in the United States, Europe, and Asia, and then in new telecom markets elsewhere. (As a demonstration, Intel streamed a digital movie to a theater at the Sundance Film Festival over a 55-mile network of Wi-Max transmitters.) Skeptics argue that Wi-Max may be supplanted by competing technologies that are on track to hit the marketplace sooner, but don't underestimate the reach of the companies that plan to support Wi-Max; the list includes AT&T, BellSouth, Qwest, and Sprint. ABI Research forecasts 8 million Wi-Max subscribers by 2008. Maravedis Telecom, a research group, says demand for Wi-Max gear will grow to \$2 billion by 2010. If the predictions come true, DSL, cable, and even T-1 connections could be supplanted.



Social Networking

- MySpace.com, Facebook.com, Friendster.com
- Next Generation Business Leaders
- Industry Related Environments

Multi-Core Technology

- Concepts
 - Single chip with multi-instruction processor
 - Runs multiple threads in multi-task, multi-user environments
 - Alternative to ever higher clock rates
 - Don't just work faster, do more tasks
 - Reduces power consumption
 - Pin compatible with single core chips





Virtualization

- Virtualizes servers inside single OS
- Increases Server Utilization
- Reduces number of boxes
- Reduces power consumption
- Concurrent Production & Test Environments
- Disaster Recovery
- SAN – Storage Area Networks
 - All Storage Devices Available to All Servers





SaaS

Software As A Service

- Alternative Software Delivery Method
- Alleviate maintenance, operations, support
- Centralized host locations
- Network Based
- Customers access applications remotely via the Web
- Repackaged ASP (Application Service Provider) concept



WBA

Wireless Broadband Access

- Verizon
 - Serving 180 metro areas, 148 million people
 - Typical 400-700 kbps, burst up to 2.0 mbps
 - Wide-area wireless NIC /Wireless PC Card
 - First “Nationwide” 3G Wireless Network



Broadband Wireless

- WiMAX
 - IEEE 802.16
 - Last Mile Technology
 - Interoperability
- Mesh Networks
 - Motorola
 - Cisco
- Wi-Fi Hotspots
 - Airports
 - Coffee/Sandwich Shops
 - Gas Stations



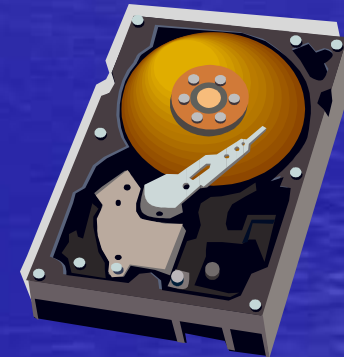
Microsoft Vista - 2007

- What's New
 - Integrated Desktop Search
 - Most Secure Windows Ever
 - IE 7
 - tabbed browsing
 - In-Line Search
 - shrink to print
 - Multiple layers of backup/restore
 - Laptop Sideshow Screen
 - Speech Recognition
 - Remote Assistance
 - Windows Update less disruptive



Perpendicular Recording Technology

- Traditional storage devices store magnetic grains with data flat along the disk.
- With PR the grains are aligned vertically rather than sprawled across the surface of the disk. (skyscraper principal)
- 750 Gigabyte Hard Drives





Predictive Analysis

- Organization and Planning
 - Targeting High Potential Customers
 - Consultative Sales vs. Order Taking
 - Time Management/Call Scheduling
 - Demonstrate the Power of IT Solutions



Focus on the User

- Patents Pending

- Royal Philips Electronics

- Chip to prevent channel surfing during commercials

- Motorola Corporation

- Vibrating Cell Phone that can also be used as a message device.



“The only source of knowledge is experience”

Albert Einstein



What will Tomorrow Bring?

- Technology will continue to evolve
- The Human Factor will increase adoption
- Content will improve
- Integrated Multi-Channel Systems Win
- Total Cost of Ownership goes Down and Profits go Up as Innovative Companies (YOU) continue to leverage the power of Technology in their Business Strategies



It's not really about the Technology

It's about You

Technology makes things possible....

People make things happen!!!

