

Case Study

Industry:

Computing

Region:

Worldwide

Application:

Rainmaker Sales

Channel:

Sales Force/VARs/OEMs

Platform:

Intranet/Internet

Goals:

Increase sales productivity

Automate product validation

Promote best sales practices

Integrate seamlessly with back office applications

Results:

Compressed sales cycle from dozens of man hours to 30 minutes

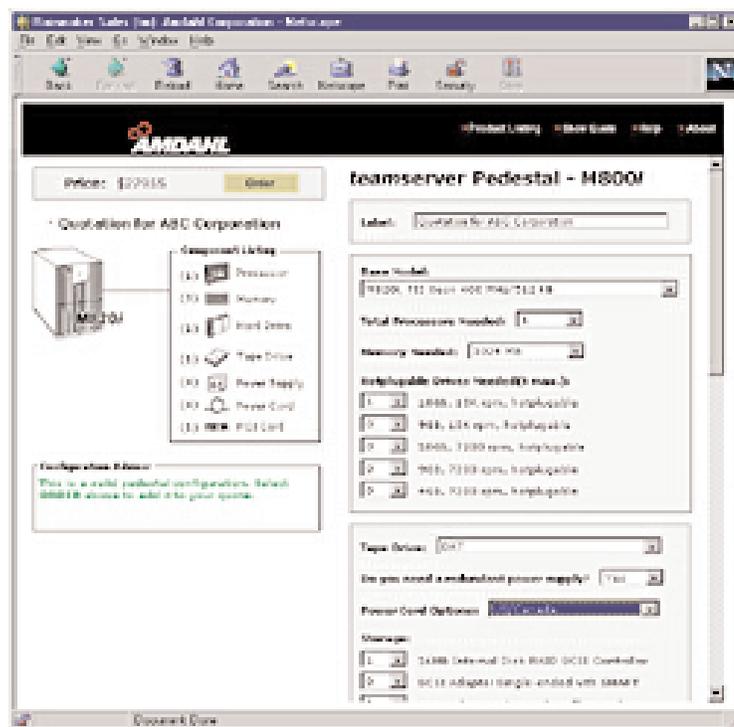
Increased order accuracy

Reduced order-fulfillment time

Lowered maintenance costs

“If I could propose On-Link’s Rainmaker Sales again, I would make a stronger case for the productivity savings.”

John Dean –
Director of Sales Strategies, Amdahl



Increasing Sales Productivity at Amdahl

The Challenge

With its sales force spending several days developing single solutions, Amdahl was eager to implement a solution that would increase sales productivity. John Dean, director of Amdahl’s sales strategies, envisioned a fast, easy-to-use application that would automate product validation, promote cross-selling and up-selling opportunities, produce clean orders, and link seamlessly to back-office operations.

After a significant investment in time and money, the company launched a client/server application that gave salespeople electronic capabilities for creating tailored IT solutions. But the solution was so slow and so cumbersome it hardly generated any productivity savings. And it couldn’t support a remote sales force.

Technical Requirements

Amdahl had already lost a lot of time and needed a solution that could be deployed in a very short time frame (less than six months) across all sales channels — internal sales support, external sales, resellers/VARs/OEMs, and the Web.

The company required an application that supported both Netscape and Microsoft browsers and leveraged its investment in Clarify's contact and contract management application, Clear Sales.

The first phase of the implementation involved five critical product lines: NT teamserver model, LVS storage systems, Millenium mainframes for System/390 compatible devices, Spectris storage products (S/390 compatible storage), and system and data management software.

Solution

Amdahl considered several e-commerce applications. "What we liked about On-Link," says Dean, "was the Web-native approach to application design. Fully browser-based, On-Link's Rainmaker Sales outstripped client/server technology solutions. It's easy to develop, easy to modify, and easy to redevelop as product requirements change."

Uniquely architected for the Web, Rainmaker Sales gave Amdahl the sales functionality it needed, plus optimum scalability, low-cost maintenance and seamless integration with existing contact management systems.

Benefits

Because Rainmaker Sales is self-instructional, Amdahl has been able to immediately realize the product's benefits. Using

the application, a typical sales representative can compress the product selection process from several days, involving multiple personnel, to a single task as short as 30 minutes and completed by one person. Early reports also suggest lower manufacturing costs stemming from increased order accuracy and reduced order-fulfillment time.

Amdahl expects Rainmaker Sales to integrate easily into existing sales channels as it allows sales teams to do their own configurations and function independently from headquarters. "By solving our configuration conflicts, the application can return selling time to our sales teams and put configuration control in the hands of the user" says Dean. "And that's where it belongs."

Amdahl's sales representatives are particularly enthusiastic about Rainmaker Sales' graphic support. As the system guides sales representatives through building their orders, they can check their selection against an illustration on the left side of the computer. They can also print corresponding solution specifications and incorporate them into their sales proposal — increasing the probability of closing the sale. The system also screens for conflicting specifications and suggests appropriate alternatives.

Implementation

Within 75 days, On-Link had developed a fully functional prototype. And within four months of a signed contract, the full application for all five product lines was shipped — two months ahead of schedule. Dean expressed his pleasure at working with On-Link: "On-Link understood the mission-critical nature of Rainmaker Sales for our operations and acted accordingly."

Future

Dean anticipates that Rainmaker Sales will generate powerful results at Amdahl. "Rainmaker Sales has given Amdahl enormous productivity savings," he said. "When you consider we're using it for five entire product families and expect to expand from there, the impact is overwhelming."

Amdahl Corporation, a wholly owned subsidiary of Fujitsu Limited, provides integrated computing solutions to many of the largest users of information technology in the world. Founded in 1970, Amdahl employs more than 10,000 professionals in 33 countries.

Amdahl's 350-strong sales force offers complete business solutions to organizations with a heavy investment in System/390-compatible technology that are now integrating MVS, Windows NT, and/or UNIX into their computing environment.



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