

The Visible Company

Improving Productivity and Strengthening
Customer Relationships

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Electro E-Biz Forum 2007

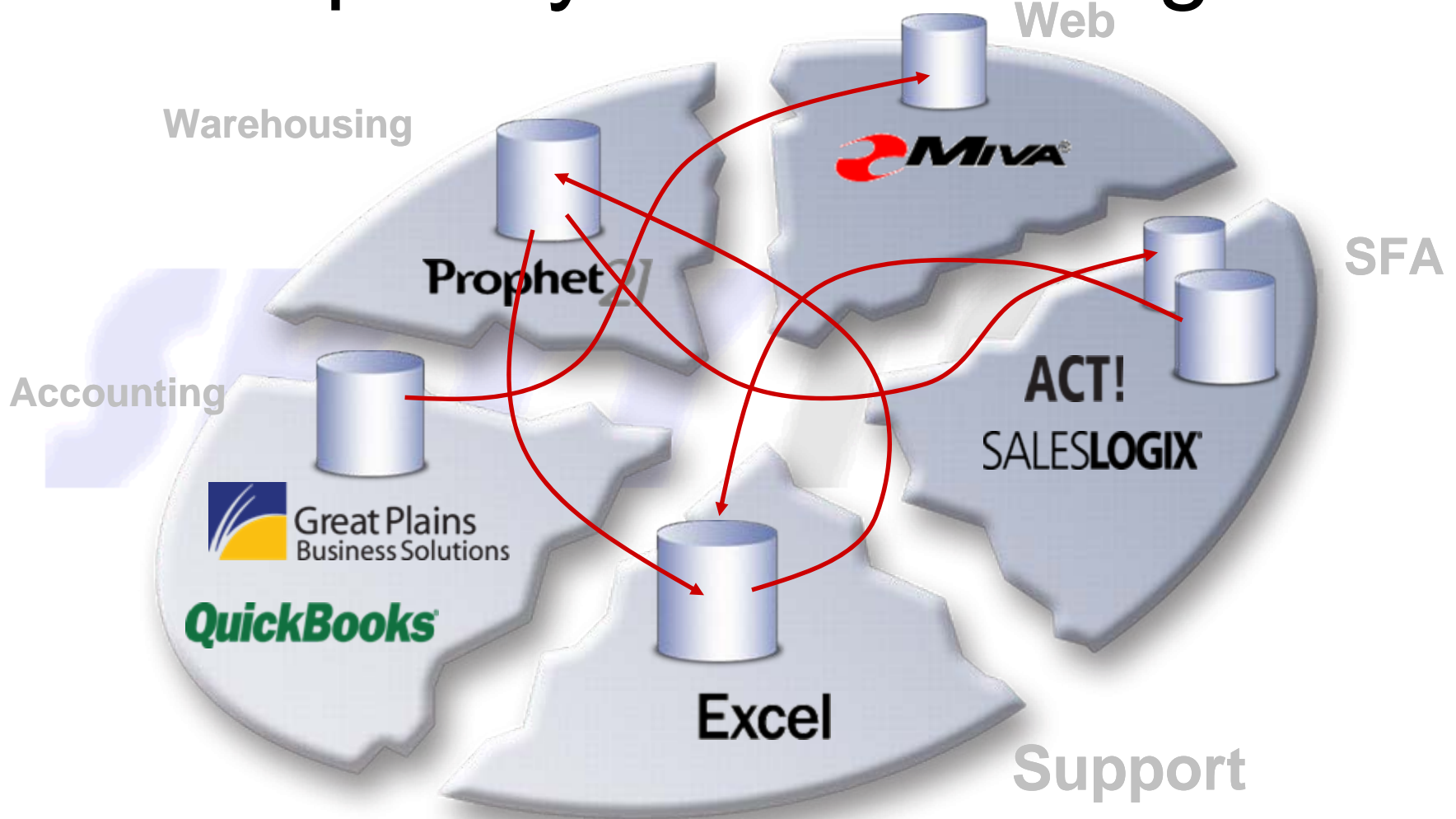
Objective: Explore ways in which companies are using web-based business management systems to:

- Manage and Monitor their whole business
- Improve Productivity
- Improve and Prioritize Customer Service and Communications
- Extend their business relationships with their customers and vendors in exciting and profitable new ways.

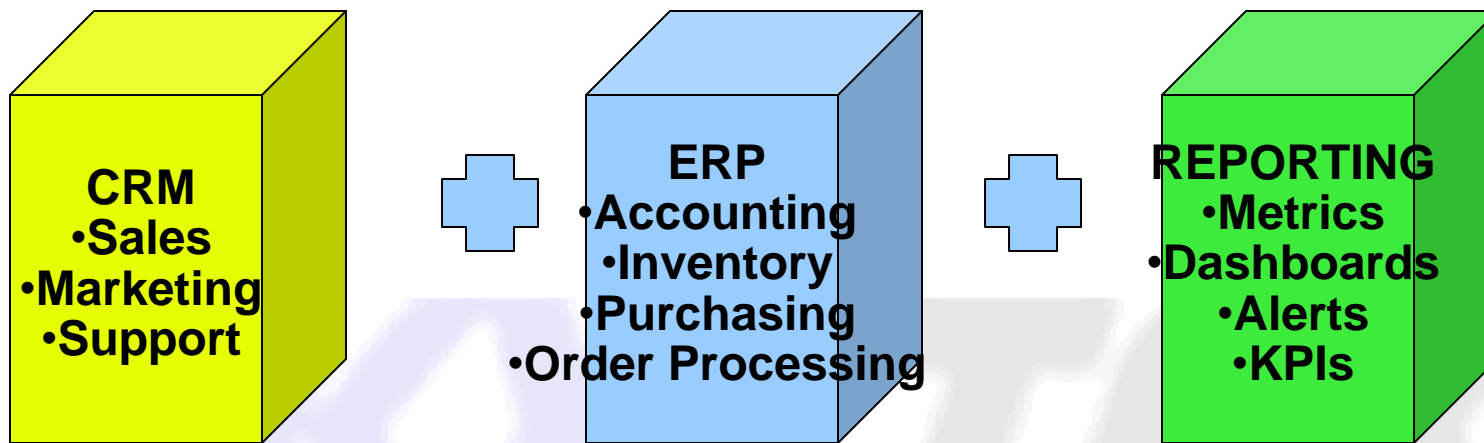
Skyytek Overview

- **Largest Web ERP Distributor in the World**
- **Since 2002.**
- Business Focus versus Technology Focus
- 2006 Best Value Added Business Service
- NetSuite Partner of the Year
- Only 5 Star VAR
- Listed on the VAR 100 for 3 years in succession
- Over 700 implementations in all verticals.
- Over 100 large implementations.
- www.skyytek.com/testimonials

Multiple System Challenges



The Building Blocks



DATA AND WORKFLOW INTEGRATION

WEB INTEGRATION



Business Management System

Business System Approaches

UNIFIED SINGLE SYSTEM = ERP+CRM+WEB

ERPX+CRMY+INTEGRATION +WEB SERVER

Web CRM Partner + ERP Partner + Integration +++



Single System Solutions: (eg. NetSuite)



- **All Data In One Application**
 - No Costly Integration
 - Reduce Redundant Data Entry & Maintenance
- **Integrated Data & Business Workflow**
- **Real-time Visibility Across Enterprise**
 - Modular Implementation
 - Role Specific Usage
 - Increased Success Rate

Single System Opportunities

- Complete Company Visibility
 - Role-based Information and Workflow
- Improved Productivity
 - Work and Manage By Exception
- Integrated Value-Chain
 - Access for Customers, Partners and Vendors
- Transactional Marketing
- Secure Portability: Anywhere Anytime



Customer Dashboard

Create New: Contact Task Phone Call Event Note Email Letter PDF File Quote Sales Order Invoice >>

Customer

Customer: Ahonen Catering Group
 Type: Company
 Status: CUSTOMER-Closed Won
 Phone: (416) 766-4656
 Email: mwalker@skyytek.com
 Web Address:
 Address: Mark Walker
 Ahonen Catering Group
 7818 Jacksonville Circle
 Unit A
 Canyon Country CA
 91386 [Map](#)
 Lead Source: [Yellow Pages](#)
 Sales Rep: Mark Grogan
 Partner:
 Enable Online Bill Pay: No
 Medium: Direct Mail
 Keyword Search: Cabernet
 Search Engine: Business.com

[View](#) [Edit](#)

Key Performance Indicators

Indicator	Period	Current	Previous	Change
<input checked="" type="checkbox"/> Sales (Billings)	<input checked="" type="checkbox"/> This Year vs Last Month One Year Ago	\$125	\$0	↑ N/A
<input checked="" type="checkbox"/> Forecast (Billings)	<input checked="" type="checkbox"/> This Year vs Last Year	\$6,675	\$3,643	↑ 83.2%
<input checked="" type="checkbox"/> Total Pipeline (Projected)	<input checked="" type="checkbox"/> This Fiscal Year vs End of Last Year	\$0	\$0	0.0%
<input checked="" type="checkbox"/> Balance	<input checked="" type="checkbox"/> Today vs One Month Ago	(\$11,432)	(\$11,432)	0.0%
<input checked="" type="checkbox"/> Unbilled Orders	<input checked="" type="checkbox"/> Today vs One Month Ago	\$6,817	\$6,657	↑ 2.4%
<input checked="" type="checkbox"/> Overdue Balance	Current	\$0		
<input checked="" type="checkbox"/> Days Overdue	Current	0		
<input checked="" type="checkbox"/> Average Days to Pay	<input checked="" type="checkbox"/> Previous One Year vs One Year Before Last	156.12504	0	↑ N/A
<input checked="" type="checkbox"/> Average Days Overdue	<input checked="" type="checkbox"/> Previous One Year vs One Year Before Last	136.00947	0	↑ N/A
<input checked="" type="checkbox"/> New Cases	<input checked="" type="checkbox"/> This Year vs Last Year	0	0	0.0%
<input checked="" type="checkbox"/> Open Cases	<input checked="" type="checkbox"/> This Fiscal Year vs End of Last Year	0	0	0.0%
<input checked="" type="checkbox"/> Cases Closed	<input checked="" type="checkbox"/> This Year vs Last Year	0	0	0.0%
<input checked="" type="checkbox"/> Cases Escalated	<input checked="" type="checkbox"/> This Year vs Last Year	0	0	0.0%

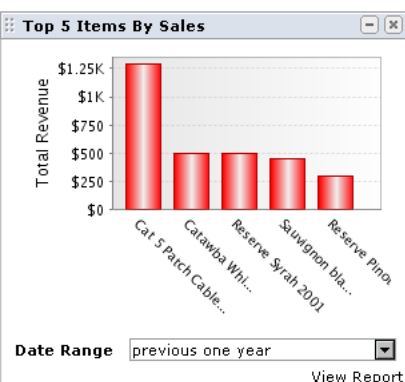
[Refresh All](#) [Set Up](#)

Customer Dashboard Links

<p>Sales Reports</p> <ul style="list-style-type: none"> Sales by Customer Detail <small>Customize</small> Sales Orders by Customer Detail <small>Customize</small> Forecast by Customer Detail <small>Customize</small> Sales Activity by Customer Detail <small>Customize</small> Total Pipeline by Customer Detail <small>Customize</small> Pipeline by Customer Detail <small>Customize</small> Sales by Item Summary <small>Customize</small> Sales by Sales Rep Detail <small>Customize</small> Open Sales Orders <small>Customize</small> 	<p>Financial Reports</p> <ul style="list-style-type: none"> A/R Aging Detail <small>Customize</small> Unbilled Cost by Customer Detail <small>Customize</small> Unbilled Time by Customer Detail <small>Customize</small> Time by Customer Detail <small>Customize</small> A/R Payment History by Payment <small>Customize</small> A/R Payment History by Invoice <small>Customize</small> 	<p>Support</p> <ul style="list-style-type: none"> Cases <small>New Search</small> <p>Transactions</p> <ul style="list-style-type: none"> Create Opportunities <small>List Search</small> Prepare Quotes <small>List Search</small> Enter Sales Orders <small>List Search</small> Create Invoices <small>List Search</small> Enter Cash Sales <small>List Search</small> Accept Customer Payments <small>List Search</small> Record Customer Deposits <small>List Search</small>
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Activities

- [Tasks](#) New Search
- [Phone Calls](#) New Search
- [Events](#) New Search



Transactions

Date	Type	Number	Name	Currency	Amount (Foreign Currency)	Amount	PO2
10/14/2006	Sales Order	127	Ahonen Catering Group	USA	\$20.95	20.95	
11/3/2006	Item Fulfillment	95	Ahonen Catering Group	USA	\$0.00	0.00	
11/3/2006	Item Fulfillment	96	Ahonen Catering Group	USA	\$0.00	0.00	
11/3/2006	Sales Order	265	Ahonen Catering Group	USA	\$28.49	28.49	
11/3/2006	Sales Order	266	Ahonen Catering Group	USA	\$1,500.00	1,500.00	

The Visible Company

Web Integrated Single Systems



Integrated Value Chains

- Customer Value Chains
 - Secure Purchasing Roles for Customers
 - Publish Specialized Reports to key customers
 - Provide LIVE order status
 - Provide LIVE inventory status to customers
 - Provide Value-added Info: eg Knowledge Bases
- Partners
 - Track and compensate sales agents and partners with complete transparency

Transactional Marketing

- Track, Measure and Market based on combinations of customer and transactional data
 - Examples
 - Email special offers to customers who purchased more than \$1M of Product Line X but none of product line Y in past year.
 - Send test special offers to compare their effectiveness
 - Execute automated email follow-up campaigns
 - Measure ROI on each initiative

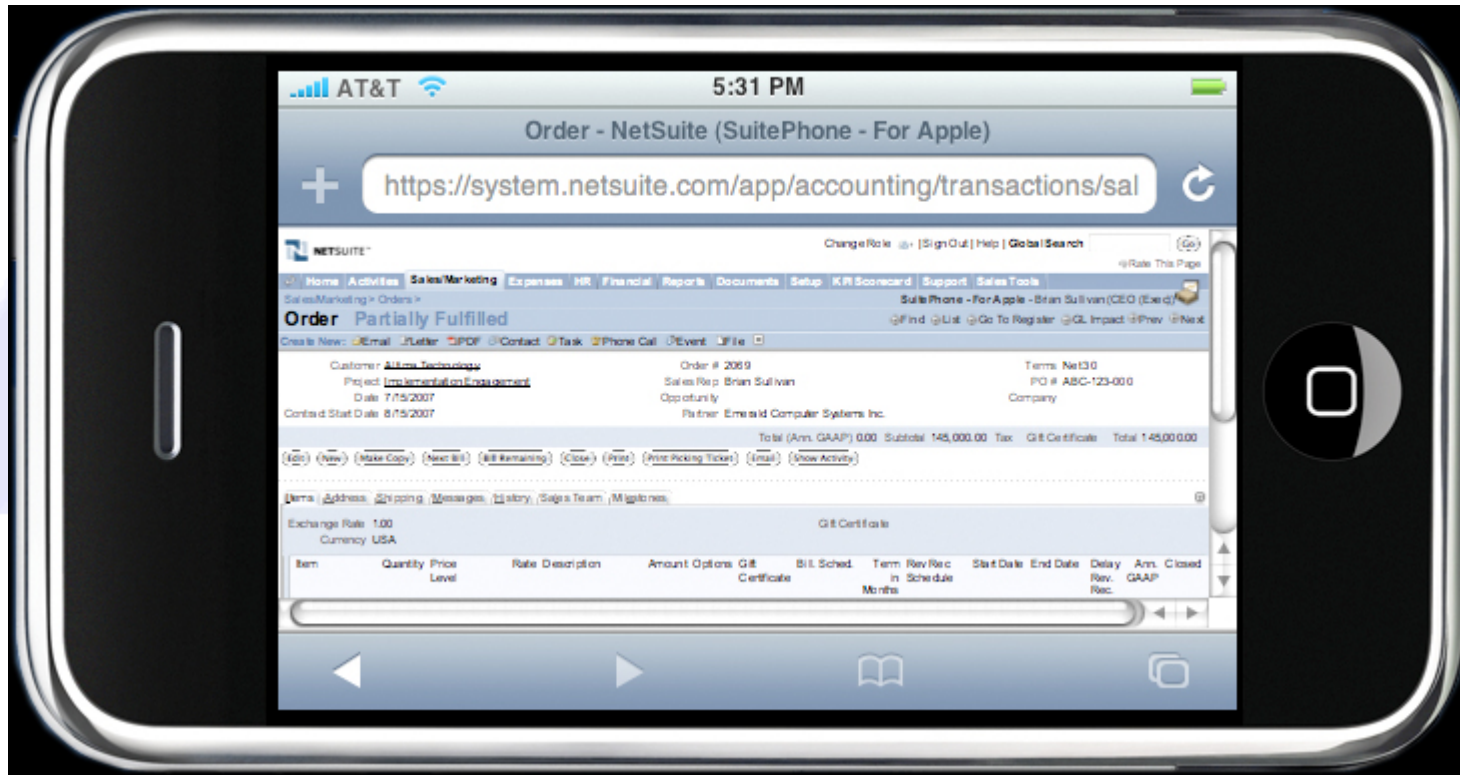
Ultimate Portability

- Web-based systems like NetSuite and soon SAP A1S offer full system accessibility from anywhere
 - Home and teleworking
 - Remote Locations and Multi-Locations
 - Mobile Devices
 - Hotel Rooms
 - Job Sites – with EVDO or wireless

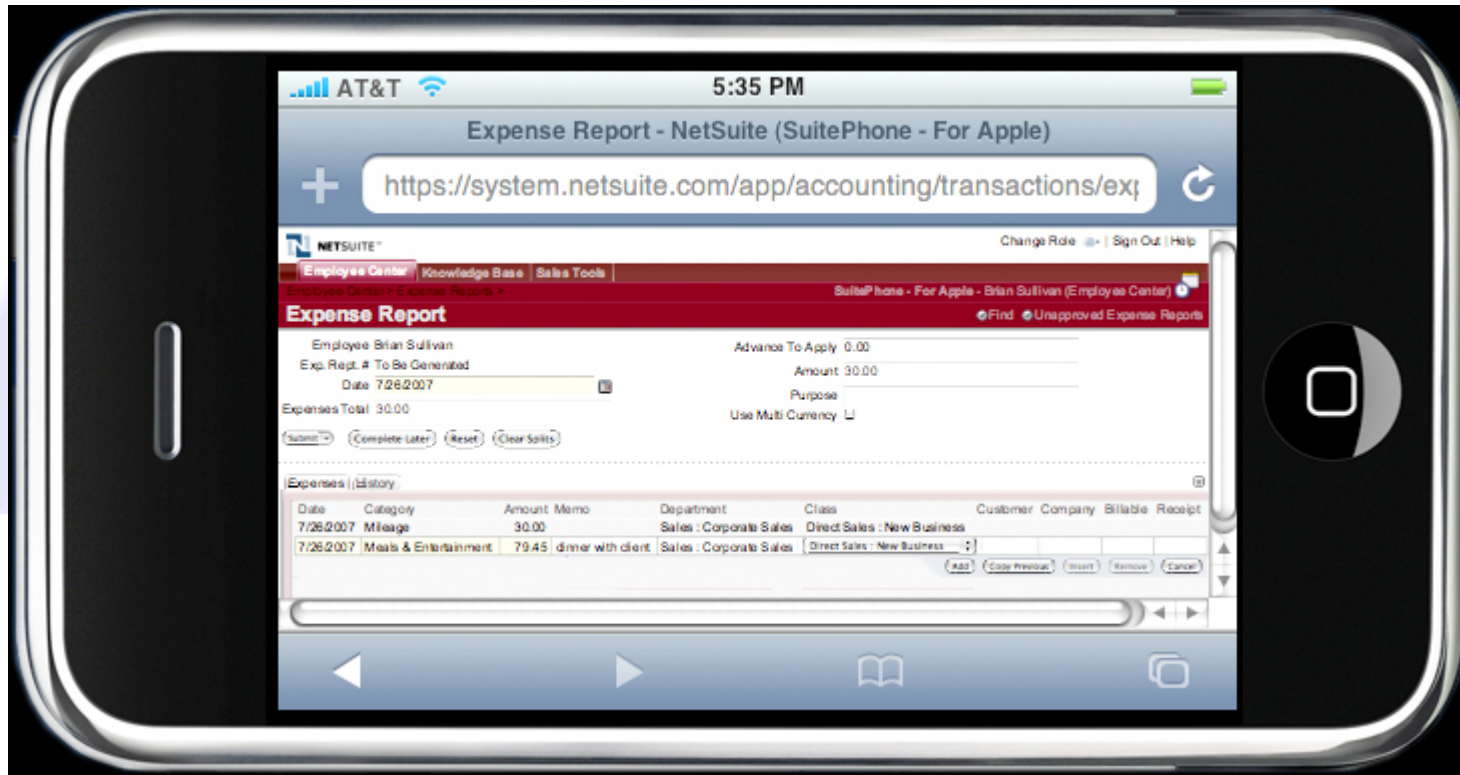
Ultimate Portability: Reporting



Ultimate Portability: Orders



Ultimate Portability: Expenses



Factors Driving The Unified System Trend

- IT Management Costs – Hosted Application have much lower TCO
- Full System Reporting, Management and Marketing – Multiple Systems are expensive to run
- Improved Productivity – One system keeps staff on their toes and informed
- Flexibility – anyone, anywhere, anytime

Questions?

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