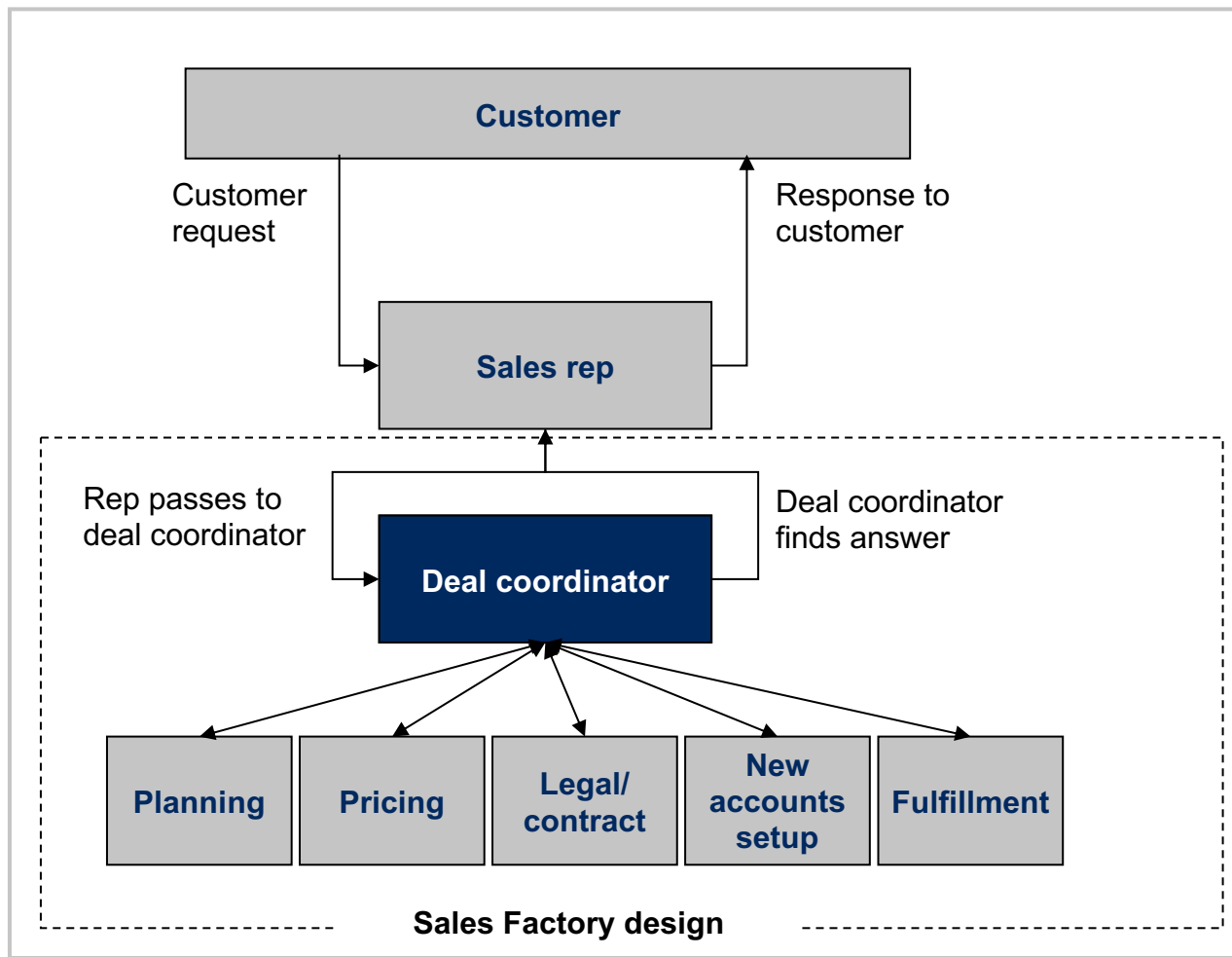


Set-up a “sales factory” for efficient transactional back-office operations around proposals, pricing support, order management, account setup to support direct/indirect channels

Direct sales operations factory



Elements of the solution

- All sales support activities transferred to low cost sales support “factory”
- “Bid manager” role created to coordinate all deal support functions
- New workflow management systems and resource pooling
- SLAs defined for all key performance metrics
- Documented handoff processes between aligned functions

Impact

- 15-20% productivity gain for support team
- 72% reduction in cycle time (qualification to order)