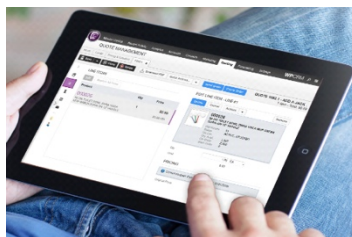




Empowering Sales Users to Create Quotes and Orders on the Go

Dalco

Dalco is a regional distributor of commercial, institutional and industrial cleaning supplies and equipment. With eight distribution centers, over 150 employees and customers in 20 U.S. States, Dalco's successful 55-year growth has been based on its "service philosophy" that addresses the total needs of our customers.



About WPCRM

WPCRM is a new generation of CRM- designed by salespeople for salespeople. The application is highly intuitive, user-friendly, and fully integrated into distributors' backend ERP systems. The tool reaches far beyond traditional CRM, to areas such as Quoting, Mobile Order Entry, Business Intelligence (BI), Artificial Intelligence (AI), and Predictive Analytics. WPCRM, WebPresented's Sales Enablement tool, helps organizations and individuals create value using smart technology solutions that marry with business processes.

WebPresented

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Business Challenge

Dalco employs over 50 Outside Sales Reps, who visit customers and receive requests for quotes on a daily basis. Being out of the office and not having easy access to Dalco's Infor A+ ERP system made getting real-time product pricing and inventory a constant challenge. Sales Reps would previously have to call inside sales to look up pricing and create quotes, which caused major operational inefficiencies and delays in getting customers the information they requested.

The Solution

WPCRM's out-of-the-box integration with Infor A+, as well as its mobile Quoting and Order Entry features allows Dalco's sales reps to lookup pricing and inventory, create great-looking quotes, and even create orders in the A+ system in real time, and directly from their wireless-enabled mobile devices.

Results

In the first six months after implementation, Dalco's sales reps created over \$14 million worth of quotes for their customers and prospects, converting approximately 50% of those quotes into ERP Orders directly from their mobile devices. With WPCRM's intuitive user interface and mobile accessibility, users were up and running extremely quickly, and the implementation was a success.

“ WPCRM has allowed our sales team to focus more time on the customer and made our service team more productive. It's really the perfect “Swiss Army knife” all in one software tool and we love it!

Kurt Anderson
VP of IT/Director of Operations