

Customer-driven Engineering through Secure Dealer Networks

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Most important sale you make...

- Planning, Forecasting and Replenishment



Most important sale you make...

- Supply/Sale Negotiation
- Planning, Forecasting and Replenishment



Most important sale you make...

- Product Pricing and Positioning
- Supply/Sale Negotiation
- Planning, Forecasting and Replenishment



Most important sale you make...

- Product Identification
- Product Pricing and Positioning
- Supply/Sale Negotiation
- Planning, Forecasting and Replenishment



Specifying Engineer Needs:

- to easily find products meeting technical requirements



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- to easily find products meeting technical requirements
- to easily “drill down” into complete technical specifications



Specifying Engineer Needs:

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- to easily “drill down” into complete technical specifications
- to easily import technical specifications and knowledge



Specifying Engineer Needs:

- to easily find products meeting technical requirements
- to easily “drill down” into complete technical specifications
- to easily import technical specifications and knowledge
- to easily submit custom requirements



Customer-driven Design Opportunities

- Search Query



Customer-driven Design Opportunities

- Search Query
- Literature Request



Customer-driven Design Opportunities

- Search Query
- Literature Request
- Requirements Request



Customer-driven Design Opportunities

- Search Query
- Literature Request
- Requirements Request
- RFP/RFQ



Customer-driven Design Opportunities

- Search Query
- Literature Request
- Requirements Request
- RFP/RFQ
- Order



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- Literature Request
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- Problem Report



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All through your Sales Channels



Design-Enabling Sales Channels

- Design-to-Order requires Sell-to-Order
- Engage Specifying Engineers by engaging Sales and Marketing Managers
- Support all participants in product lifecycle



Enhanced Product Realization

- Customer buys product
- Customer experiences problem
- Dealer reports problem
- Manufacturer assembles resolution team
- Team investigates problem
- Team resolves problem
- Manufacturer reports resolution to Dealer
- Dealer resolves problem for Customer



EPR Account Management

Who is my customer? Corporate information

What have they asked for? Request history

What have they bought? Purchase history

How were purchases configured? (e.g. as-built)

What trouble have they had? Problem history



EPR Product Management

- Technical Specifications (e.g. CAD, PDM)
- Marketing Literature
- Problem Reports
- Parts
- Accessories/Options
- Pricing
- Shipping



EPR Problem Management

Details

Description

Proposed Resolutions

Related Technical Specifications

Related Problem Reports



Voice of the Customer Drives Design

- Most important sale is the first sale



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- Specifying engineers require technical specifications



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- Every customer interaction is a design opportunity



Voice of the Customer Drives Design

- Most important sale is the first sale
- Specifying engineers require technical specifications
- Every customer interaction is a design opportunity
- Sales and Marketing must be engaged in the customer-driven design process

