

# Enterprise information management for technology companies

Mastering data integrity, order management and quote generation can lead to success

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## Contents

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- 1** Data integrity
  - 2** Order management
  - 2** Quote generation
  - 3** About the contributing author
- 

Clients have multiple systems and complex processes on which they run their business. Modern enterprises face the challenge of managing disparate systems and silos of data. Their goal is to deliver accurate information, increase business velocity and lower customer effort. The success of business-critical applications that enable processes around sales, service, marketing and e-commerce depends on the organization's capacity to capture and manage the flow of data.

Making that goal attainable requires three things:

- Data integrity
- Order management
- Quote generation

## Data integrity

Unreliable data presents a substantial problem for many businesses today and is a growing concern among business and IT executives alike. Faulty or outmoded data integrity controls complicate the mission of deriving value from the enterprise. Problems can occur from the ever-increasing volume of information generated and stored in diverse and far-flung repositories.

With such hurdles, organizations are in a fight to remain competitive and profitable while meeting evolving customer demands. Data-integrity solutions can help them overcome these challenges by ensuring the accuracy, reliability, accuracy and timeliness of vital data.

To eliminate faulty or corrupt information, efforts must be directed to the continuous enforcement and refinement of related rules and guidelines. Moreover, there must be continuous data monitoring and assessment to ensure quality.

## Order management

Let's look at business-critical functions such as sales, service, marketing and e-commerce. Their success relies on the company's ability to capture and manage orders. Orders and purchase history are the basis of sound enterprise resource planning (ERP) and customer relationship management (CRM) systems. If they fail to connect the order, then enterprises cannot answer basic questions regarding the state of its efficacy in moving from opportunity to revenue.

When there is no visibility and transparency about order details, applications and business processes are degraded. These are the central issues:

- To generate quotes and create orders, sales representatives need immediate access to product lists, pricing, inventory and historic order information.
- Marketing needs to identify cross-sell opportunities, but they can't mine data patterns without purchase history.
- Customer service and support staff need order management abilities for review status, making changes and verifying entitlements.
- Customers increasingly want immediate inventory availability and visibility into their purchase history.

End-to-End (E2E) order management systems are vital for companies because of their impact on operations. From order capture to order generation; extending to fulfillment across different touch points; to internal and external fulfillment points, order management plays a pivotal role in helping businesses transition to delivering more personalized services.

A critical but often overlooked area of order management is multi-enterprise ordering in support of business to business (B2B) order-fulfillment transactions. These are enterprise buyers sourcing from another business, which itself manages multiple partners, to fulfill an order that requires configuration, pricing and quoting.

## Quote generation

Companies are continuously in search of new ways to create efficient sales processes while increasing market share and revenue. Errors during the quote generation process with large product ranges, complex configurations, complicated pricing schemes and decentralized information are common and costly.

What you do not measure, you cannot improve. Managing process improvements can be especially troubling for suppliers of complex products or services, as well as for companies with elaborate sales and distribution channels.

Yet, undeniably, any inefficiency at the front end of the business process, during the sales and quoting cycle, can directly affect the customer experience. Furthermore, it can reverberate across the entire organization—affecting quality, customer service levels and profitability.

Corporations who want to achieve a seamless quoting process need reliable solutions. These empower internal sales people as well as external selling channels to easily configure products with technical support. The most innovative platforms are interactive, give direct access to live data and enable easy quoting and ordering of even the most complex products.

Concentrix offers services that help enterprises greatly improve the accuracy and completeness of their enterprise data. One of our large technology clients was experiencing processing delays on some products from 30 to 90 days, which reflected negatively on the revenue and backlog. In response we worked closely with their supply chain to understand the pain points. This effort is projected to result in an average annual savings of \$15 million as well as reducing average backlog aging by 40%.

Our solutions weed out such problems as redundancies and duplications, lack of consistency and standardization between systems housing similar or shared information, as well as missing or incomplete data. Data-quality management, data remediation, data governance, master data management and data profiling are all included in our data integrity solutions.

## About the contributing author

**Pat McLaughlin** manages key Global Accounts in the Technology Industry Vertical with an emphasis on B2B/Enterprise solutions. Pat has 15 years' experience in solution design, transformation and the BPO industry and another 10 years in Technology channels and sales. Over the last 12 years at Concentrix, Pat has successfully led multiple engagements to help clients globally drive new customer acquisition, support services, back office infrastructure and renewals. Pat holds a BS from UC Davis in Biological Sciences and an MBA from CSU Sacramento.

## For more information

If you'd like more information on adding value to your Enterprise operations, please contact your Concentrix representative or visit [www.concentrix.com](http://www.concentrix.com).



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