

THIRDWARE SOLUTION

PURSUIT MANAGEMENT

for Auto Component Manufacturers



SOLUTION

Traditional CRM systems have failed to address the specialized needs of the sales and account teams of auto component manufacturers.

Thirdware has developed and successfully implemented a "Pursuit Management" solution that is purpose built for auto component suppliers on the Salesforce platform.

We will help you quickly and efficiently get started with an industry template that delivers:

- Increased collaboration
- Improved Visibility
- Better analysis
- Enhanced Measurement

Sales Leaders want to identify the right opportunities to pursue but are hindered by:

- Lack of collaboration between various functions within the organization
- Limited visibility in to forecasts and pursuits
- Inadequate analysis of "what-ifs" and "win-loss" of various pursuits
- Imperfect measurement of Target vs. Committed vs. Actuals
- Legacy systems that limit speed and agility
- Disconnected people, processes and products block innovation, creativity and speed



Thirdware's integrated sales solution focuses on various aspects of pursuit management and allows you to:

- Reduce last minute surprises
- Improve success rate and revenue
- Increase recognition, credibility and financial rewards
- Unlock time – professional and personal

PURSUIT MANAGEMENT

Thirdware's "Pursuit Management" tool for auto component manufacturers provides you with the ability to:

1. Increase Collaboration

- Between Sales / Product & Program Management / Finance / Procurement
- Vehicle program engagement & response
- Create focused & rapid response to issues

2. Improve Visibility

- Accurate and real-time visibility to pursuits and opportunities, globally across all OEM customers
- Identify and focus on opportunities with higher probability of success
- One place for all Sales team needs: pipeline, forecast, actual, etc.
- Avoid last minute surprises

3. Better Analysis

- Latest and instant knowledge of sale pursuits
- Gain control over pricing
- Identify additional profit pools from changes to automotive industry structure
- Perform win-loss analysis
- Informed and faster business decisions

4. Enhance Measurement

- Forecast or meet targets and take timely, corrective action
- Make performance metrics of the sales teams meaningful
- One version of truth: target vs. revenue committed vs. revenue actual

HOW CAN THIRDWARE HELP YOU?

IDENTIFY RIGHT PURSUITS AND CLOSE MORE OPPORTUNITIES BY LEVERAGING OUR...

- Automotive experience & expertise in business process and enterprise applications to identify use cases and demonstrate power of Salesforce platform
- Pre-defined automotive data model allows for rapid mapping and implementation
- Integration expertise with most ERP, Transaction and PLM systems
- Rapid implementation of Pursuit Management - within 90 days
- "Outcome Based Model" for implementation services reduces risk & initial investment



Guiding you through Change



Thirdware Solution Inc.

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