

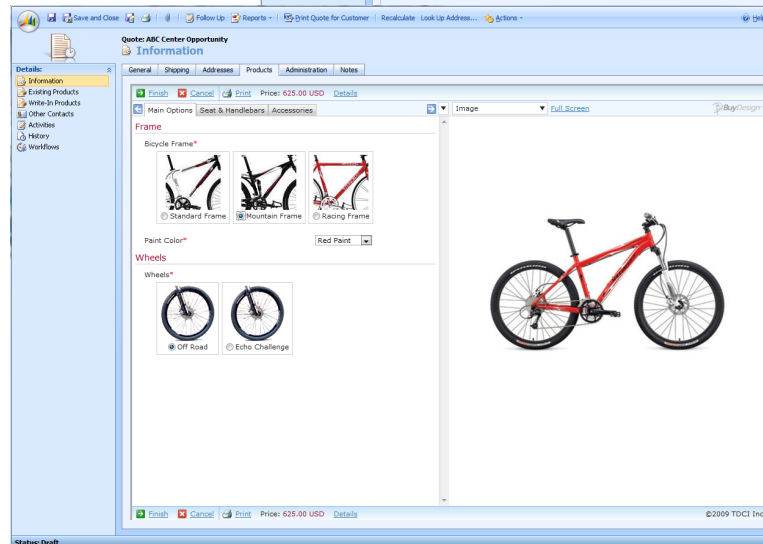
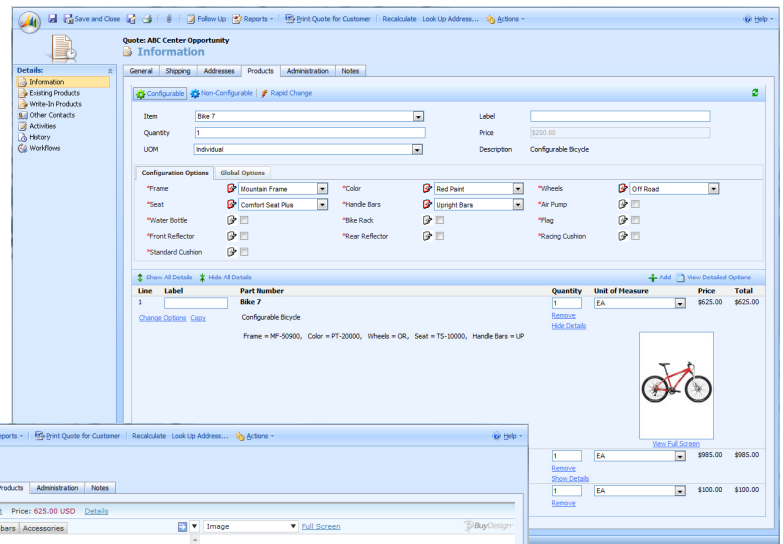
BuyDesign® for Microsoft Dynamics CRM

Product Configurator & Guided Selling Solutions

BuyDesign for Microsoft Dynamics CRM provides a powerful product configurator and an efficient way for your sales team to work with products in opportunities, quotes, and orders directly within your existing CRM-based sales processes.

Accessed from Microsoft Dynamics CRM, BuyDesign provides many productivity enhancements to enable your sales personnel to quickly and efficiently respond to customer requests. Capabilities include:

- Guided product selection and configuration.
- Dynamic configuration-driven pricing.
- Dynamic configuration-specific product visualization, including 2D drawings, 3D CAD models, and rendered images.
- Customized quote documents and proposals from the configurator – from simple to sophisticated.
- Management of configured lines including global options, rapid change, and much more.
- Rapid entry of non-configured items.
- Links to BuyDesign Channel Sales dealer portal to enable your sales representatives to view channel activity and work on behalf of channel partners to help close business.
- Automatic generation of BOMs, routings and other manufacturing data for your ERP system.



BuyDesign delivers powerful quote and order line item management and product configuration within the CRM interface.

How it Works

BuyDesign provides a rapid way for your CRM users to enter and manage product line items into CRM opportunities, quotes, and orders. Accessible from a single tab, users can easily view, add, or change line items without resorting to the use of multiple windows. Configured items can be added using rapid options allowing users to quickly select relevant features for a product while the configurator prices and generates customized content such as images, drawing and documents in the background.

For organizations that sell their products through sales channels such as dealers and distributors, the CRM solution links to the BuyDesign Channel Sales dealer portal providing visibility into channel activity and enabling a sales representative to access partner quotations and orders to help with the close of business.

One Configurator for your Enterprise

The product configurator at the heart of BuyDesign for Microsoft Dynamics CRM is also deeply integrated with many different ERP systems. It is designed to easily integrate into any portal, e-commerce site, or any custom web, server, desktop, or laptop application. This enables you to:

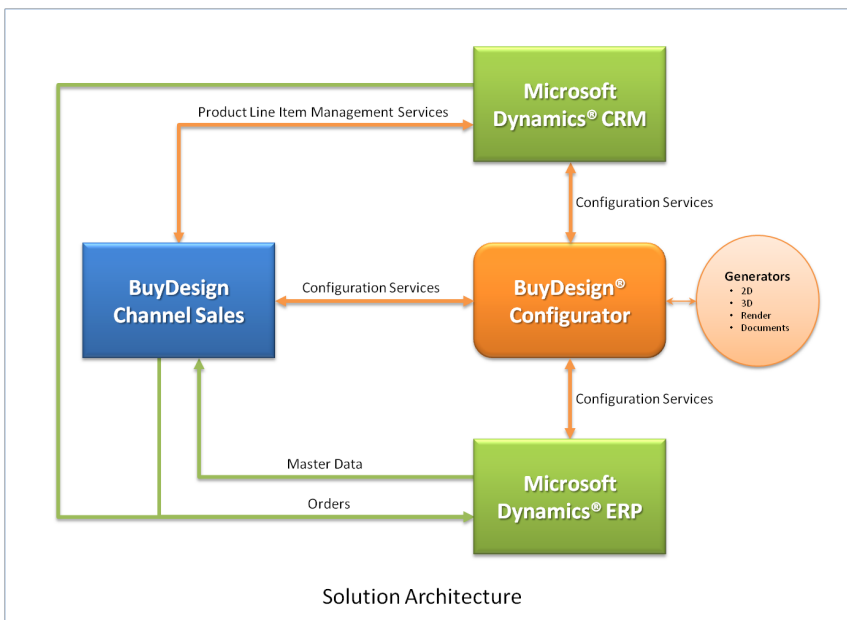
- Leverage your product knowledge in the Configurator within Dynamics CRM, your Channel Sales dealer portal, e-commerce applications, or other business applications.
- Utilize the same product configurator within your ERP system, including:

Microsoft Dynamics AX

Microsoft Dynamics NAV

Microsoft Dynamics GP

Many others...



With BuyDesign, you can support all your sales channels and all your product configuration needs with just one easy-to-use product modeling studio and one highly flexible product configuration engine.

Benefits:

Increase your win rate

- Respond to quote requests faster than the competition.
- Manage your opportunity products pipeline accurately, and allocate resources to win deals.

Participate in more opportunities

- Increase sales person productivity and enable more quotes per sales person.
- Enable sales people to drive opportunities within the channel.

Increase size of your opportunities

- Consistently recognize up-sell/cross-sell opportunities.
- Collaborate with channel partners to educate on up-sell and cross-sell opportunities.

Eliminate errors

- Ensure valid product configurations, pricing, and up-to-date definition of available options.
- Use visualization to aid your sales and channel representatives ensure accurate ordering.

Reduce your selling costs

- Eliminate cumbersome, hard-to-maintain paper catalogs and quoting tools.
- Reduce the need for sales engineering support.
- Enable your sales channel to quote your products from your BuyDesign Channel Sales dealer portal.

Support growth

- Quickly enable new sales people and partners to represent your products.
- Deploy consistent selling processes globally within your organization and your channel.

Leverage your CRM investment

- Extend CRM with powerful quoting & ordering capabilities for configured and stock items.
- Include channel activity into your sales activity reports from within CRM.

BuyDesign from TDCI is a comprehensive guided selling and configuration solution designed to help companies increase sales by becoming 'easy to do business with' while improving profitability by reducing order processing time, cost, and errors. Built using a powerful product configurator, BuyDesign provides modular applications for guided product selection and configuration, product visualization, quoting and ordering, drawing and data generation, consumer interest creation, and more.