Genus Technologies LLC Dealer Relations Portal for Discrete Manufacturers

Partner Solution

- **Target Industry**
  Aerospace
  Automotive
  Chemical and Petroleum
  Electronics
  Industrial Products

- **Business Application**
  Manufacturing Portal

- **Products**
  IBM Content Manager
  IBM Content Manager OnDemand
  IBM Document Manager
  IBM FileNet Business Process Manager
  IBM FileNet Content Manager

Genus Technologies LLC

Business Challenge

No matter whether a dealer is a small, independent business or a multi-location enterprise with thousands of representatives and employees, the effective application of technology can promote dealer-manufacturer loyalty by offering value-added services and an overall ease of doing business. Traditionally, manufacturers have communicated with dealer partners regarding performance, compensation and other business-related matters via postal mail or courier service. However, discrete manufacturers typically have complex and ever-changing product offerings, making it difficult to ensure new or updated information reaches dealers in a timely manner.

With the growing demand for real-time information access, manufacturers have been challenged to find a cost-effective technology solution that can provide dealer partners with secure, personalized and flexible access to content and business applications. To this end, two key requirements must be satisfied. First, the technology framework must be robust in order to support legacy back-end systems and enable rapid configuration of fully-formed knowledge sharing applications. Secondly, the framework must support usability with little or no training required, as well as have the ability to easily adapt and align with a dealer's business operations.

Solution

Genus Technologies' Dealer Relations Portal for Discrete Manufacturers enables manufacturers to instantaneously — and in some cases automatically — share, update and maintain product information directly through an interface with a dealers' back-end systems. This pre-configured portal provides manufacturers with a simple solution for enabling more self-service transactions within their dealer network.

The Dealer Relations Portal for Discrete Manufacturers features role-based dashboards and alerts for dealer staff, offering a personalized portal experience that enables proactive management of dealer relationships. Dealer staff can view high-level, graphical information, yet drill down into granular details all on the same screen. Pre-configured, connected portlets allow information from multiple and dissimilar sources to be displayed together. Full-text and keyword-based search capabilities provide a means for quickly locating desired data.

The solution supports access to existing software applications and offers pre-configured portal components to integrate new software applications as needed, allowing for rapid deployment of concise, comprehensive and current views of the manufacturer/dealer relationship. All information presented through the solution portal is easily accessed by authorized dealer partners via a single secure entry point and a single set of security credentials.

Value Proposition

Genus Technologies' Dealer Relations Portal for Discrete Manufacturers promotes improved information flow, along with the requisite support for dealer self-service. It automates and standardizes processes and shortens customer response times, resulting in a consistent and seamless customer support experience for the channel, and ultimately, for the consumer.

The solution exponentially reduces the time and cost of deployment of a single access point to enterprise information and custom applications. By implementing the Dealer Relations Portal for Discrete Manufacturers, one organization shortened their sales information distribution cycle time from three months to three days; reduced the cost for printing, assembling and postage by $31,000 per mailing; and reassigned 523 person hours per year to higher value-added activities. By breaking down the information silos across manufacturer and the dealer enterprises, this solution enables marketing, sales, manufacturing, customer service, dealers, suppliers and other channel personnel to work together more effectively to deliver exceptional service to the consumer.

Company Description

Genus Technologies is one of a few content management consulting firms that integrates an enterprise's entire range of content—from lower volume corporate content to higher volume transactional content. Genus' custom and preconfigured systems simplify the capture, storage, management and delivery of the full spectrum of enterprise content. Its nearly 400 clients span numerous industries, including manufacturing, insurance, financial, government and retail.

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