

Sales Effectiveness Partners: SalesCloser

Project Profile

SalesCloser was originally designed as a desktop ERP system to enhance home builder operations. In 2002, Sales Effectiveness Partners Corp. acquired the SalesCloser assets, brand and customer base. The following month, Sales Effectiveness Partners hired TechDiscovery to transform SalesCloser from a desktop software solution to a subscription-based offering. The project generated a recurring revenue stream, and continually added value through enhanced functionality. Sales Effectiveness Partners' goal for SalesCloser was for it to become the sole, mission-critical application used by home builders, new homebuyers and prospects alike to interact with one another throughout the sales process.

Solution

Sales Effectiveness Partners engaged TechDiscovery to evaluate the existing functionality offered by the desktop application, and to rebuild the new ASP application utilizing the latest Microsoft .NET and SQL Server architecture. The demands were far-reaching in scale and scope. In addition to being intuitive and easy-to-use, the system had to include all of the functionality necessary to support the sales and prospect management as well as contract and inventory management requirements of a small to mid-sized home builder. Furthermore, the application had to perform adequately in a dial-up Internet access mode.

TechDiscovery was tasked with leveraging existing functionality from the SalesCloser desktop product and developing a new, custom-built ASP application that was easy to use and deploy, scalable across hundreds of accounts and thousands of users, extendable for integration with other systems, and comprehensive in functionality. Built on outdated technology, the original desktop product was not a client/server application, and lacked an intuitive user interface. The company's customer base was declining because they were not receiving optimum features or support. TechDiscovery and Sales Effectiveness Partners worked collaboratively to develop an Internet-based version of SalesCloser, a now flexible, scalable solution built with state-of-the-art technical architecture that allows for flexibility to meet evolving market demands.

Business Solution:

Develop a comprehensive ERP solution for Homebuilders, that will allow them to manage their scheduling, purchasing and contract management requirements on-demand.

Platform: Microsoft .Net

Development Tool:
Visual Studio

Operating System:
Microsoft .Net

Language: C++

Database: SQL



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Benefit

Today, SalesCloser is a complete, turnkey construction management solution through its integration with Intuit's Master Builder. The first of its kind, TechDiscovery achieved the integration by leveraging the power of .NET Remoting, XML, .NET to COM Interoperation and ASP.NET Web Services into a holistic package that met and exceeded the client's goals.

SalesCloser now supports the entire construction and sales continuum, from an initial prospect meeting and quote generation to contract execution. A robust administration section allows the builder to create and maintain the compatibility relationships such as Community/Model, Model Options, and Lot/Model which results in reduced errors between sales and the field. Through deep involvement in the entire process, including requirements building, attendance at tradeshow, and communication with Sales Effectiveness Partners' end customers, TechDiscovery was an integral part of all aspects of the project.

For more information about how TechDiscovery delivers, manages and supports technology that is critical to enabling your business strategy, visit www.techdiscovery.com.

"TechDiscovery has been an ideal development partner for our growing ambitious company and has provided deep talent and resources to build a mission critical, scalable, flexible application. They have truly worked as part of my team, demonstrating ownership of the product."

– President, SalesCloser