



e-Con Sales and Product Configurator

Ease and flexibility from quote through production

The Solution of Choice for Microsoft Dynamics AX, NAV & CRM



- Drive speed and accuracy for configuration processes
- Extend your online reach and mobile productivity
- Integrate seamlessly with Microsoft Dynamics front- and back-office systems

Transform complex customer needs into profitable business results – with the leading configurator for Microsoft Dynamics

Companies offering customer-specific products and services have always faced the challenge of producing better results while offering high-quality, custom products or services at competitive prices. Today, the demand for continued optimization and control of resources, processes, design, and time-to-market results are more pressing than ever.

Transform those challenge into profitable results with e-Con Sales and Product Configurator, a browser-based configurator that allows manufacturing, distribution and service companies to configure products, services, quotations, and prices with ease and flexibility.

Out of the box, e-Con delivers seamless integration to Microsoft Dynamics® AX, Microsoft Dynamics® NAV, and


Microsoft Dynamics® CRM. Flexible deployment options enable fast integration with other business solutions and corporate Web sites. Quotes, re-calculations, and actual sales orders can be generated and easily exchanged across front- and back-office systems to create accurate customer orders, bills of materials, routings, and even drawings. Sales, marketing, engineering, and production teams can communicate and work together across multiple channels and locations, without the need to search through silos of information or re-enter data.

Just as important, e-Con helps you extend your online reach to customers and suppliers, simplify multi-channel and cross-team processes, and give your staff the mobility to work online or offline, from any location.

“We were searching for a solution that could help us create and manage orders easily—and our employees need the ability to configure accurate quotations, even if they don’t have full knowledge of our product assortment. e-Con guides the user to choose the right options, even when they’re dealing with many variables, so quotes are always correct.

With e-Con, we’ve been able to reduce order processing time by more than half, from 48 hours per order to less than 24 hours. And within 10 minutes after receiving an order, we can start with the production process.”

Arco Bijsterveld,
International Finance & IT Manager
Larson Juh



"e-Con gives us complete control over the quotation and production preparation process—and it's very user-friendly. Our teams can work more productively; even new employees can create quotes easily. We can make precise, accurate calculations and quotes, and move quickly through production preparation. Above all, we can quickly translate production changes to the configuration model, so we don't experience work slowdowns."

Michiel Hageman, IT Manager

PM International BV

Drive speed and accuracy for configuration processes

In the world of configure-to-order products and services, flexible solutions can mean the difference between a profitable business and a world of lost opportunities. For the past 10 years, companies across a wide range of industries have improved business results using e-Con.

Equip your people to deliver results

Fuel precision. Eliminate errors and manual data re-entry. e-Con automates communication of product and pricing information across your business, ensuring accurate proposals, quotes, sales orders, and production orders.

Ensure rapid response to customer needs. Quickly generate quotes for complex products and services, using configuration models that support hundreds of variables and business rules.

Give expertise a long-term shelf life. e-Con makes it easy to build a consistent knowledge base. For example, with just a few days of training, employees without an IT background can learn how to build, deploy, and maintain configuration models that can serve as ongoing resources.

Connect teams across the enterprise. Eliminate barriers to collaboration. By integrating back-office (ERP, PLM) and front-office (CRM, Web, Mobile) processes, e-Con streamlines interdepartmental processes and enables sales, marketing, engineering and production departments to exchange information effectively.

Focus on profitability


Get started fast. Reduce training time and costs with an intuitive user interface and easy-to-use visualization capabilities. Sales, engineering, and product teams can quickly modify configurations, find answers to questions, and incorporate the latest changes in information.

Communicate once and reach everyone. Along with multi-language and multi-channel communication, e-Con simplifies

channel-based business processes. Sales and service staff can create quotes, orders, and services contracts faster and with greater accuracy, and customers can base their buying decisions on current, accurate information.

Reduce waste. Capture customer requirements and then quickly convert them into product/service specifications. e-Con embeds business rules, constraints, and exceptions to ensure accurate bills of materials, routings, pricing, and cost calculations.

Close more business. Rather than wasting valuable time with manual processes and error detection, people can focus on creating more competitive quotes, responding quickly to changing customer needs, and winning sales.



Our lean way of working means that we need to have product configurations pre-defined and centrally available for all departments involved in the sales-to-production process. e-Con helps us stay lean and give customers what they want – flexible configurations that can be customized quickly and easily.

*Bart Daman, Coordinator Engineering
PON Power*

Extend your online reach and mobile productivity

e-Con is designed to operate in multi-channel Internet and intranet environments, with full integration to Microsoft Dynamics AX, Microsoft Dynamics NAV, and Microsoft Dynamics CRM. Just as important, e-Con can be installed on both servers and laptops, giving your staff the mobility to work on the road and interact with remote customers, while supporting your dealers, distributors, and representatives through real-time automation. The result? Connection, consistency, and high performance across the entire enterprise.

Transform your online presence

Extend the reach of your business and streamline business processes with a Web-based configurator that expands your range of deployments options. You can deploy e-Con under your corporate branding and identity on the Internet or intranet, while maintaining robust connectivity with your back-office systems. Self-service capabilities deliver support 24x7 to your customers and business partners, regardless of their location.

Enable mobile productivity with the e-Con

Smart Client

e-Con is built to help your mobile sales force work faster and smarter to beat the competition and close sales. At all times, they're equipped with the latest product and pricing information, so they can create quotes and technical proposals at the same time that they're meeting with their customer.

e-Con also offers a Smart Client application that can be run offline on portable computing devices—making it even easier for employees to work effectively with customers, quickly transfer updates across systems, and exchange information with their office peers. The Smart Client can be installed on a laptop in minutes, and updated with bi-directional server synchronization capabilities whenever the mobile device reconnects with the server.

Integrate seamlessly with Microsoft Dynamics front- and back-office systems

Ensure your configuration processes work in concert with all your business processes. e-Con offers built-in integration with Microsoft Dynamics AX, Microsoft Dynamics NAV, and Microsoft Dynamics CRM—with more than 200 satisfied customers, e-Con holds a leading position in the Microsoft Dynamics market.

Microsoft Dynamics AX & Microsoft Dynamics NAV

Many configurator solutions offer limited integration with ERP systems, and use proprietary databases that require time-consuming uploads of information. e-Con offers full integration with Microsoft Dynamics AX and Microsoft Dynamics NAV and works directly with the ERP system database. Configuration results can be pushed quickly to any area of Microsoft Dynamics AX and Microsoft Dynamics NAV. This rich integration means that e-Con works not only as a product configurator, but also can be used to build configurations from projects, sales quotations, technical quotations, sales orders, customer requests, and more. And with the e-Con Smart Client, your users

can replicate any data from Microsoft Dynamics AX or Microsoft Dynamics NAV to the offline client. Quotes, projects, or any other object configured offline can be synchronized back into the ERP system.

e-Con is built into the Industrial Equipment Manufacturing for Microsoft Dynamics AX solution.

Microsoft Dynamics CRM & Mobile

Take full advantage of the 360-degree customer view in Microsoft Dynamics CRM. Sales people can combine powerful customer knowledge with e-Con to create opportunities and

configure complex quotations and orders—whether they're on the road or in the office. Without leaving Microsoft Dynamics CRM, they can view proposals, technical specifications, contracts, and other critical documents generated by e-Con. Quotations and orders can also be synchronized with Microsoft Dynamics AX and Microsoft Dynamics NAV. Employees who do not use Microsoft Dynamics CRM can download the e-Con Smart Client on laptops and mobile devices to create configurations offline. When they log into the system, information synchronizes automatically with Microsoft Dynamics CRM and the ERP system.

"We've been using e-Con for six years, and it can't be beat. As a retail supplier, our business is fast paced and season cycles are very short. We often carry up to 20,000 articles, not including the various sizes! With e-Con, we can manage complex item assortments with speed and accuracy."

Henk Jan Lammers, Logistics Manager

Micro Fashion

'With help from the e-Con tool, we can get quotes, orders, and bill of materials into the system in less time so that jobs get to the production floor faster. Because we're able to draw on all of our product and pricing information and apply business rules to the standard functionality in e-Con, we've improved the speed and the accuracy of our order-entry process. At the same time, e-Con lets our team respond quickly to product or market changes. By using the e-Con studio, we can make such changes and implement them in everyday business processes within minutes.'

Wade Tkachuk,

Operations Manager, Venmar CES



Your Growth. Our Goal. Drive your business forward.

Boost efficiency and optimize business management to stand out in a competitive marketplace. To-Increase e-Con Sales and Product Configurator enables manufacturing, distribution and service companies to configure products, services, quotations, and prices with ease and flexibility.

About e-Con Solutions

As a global ISV and Microsoft Gold Certified partner, To-Increase develops finely tailored solutions for industry verticals. Along with e-Con, our portfolio for Microsoft Dynamics AX and Microsoft

Dynamics NAV includes end-to-end industry solutions, business integration solutions, and a wide range of add-on products.

The To-Increase e-Con team brings together deep experience developing business software with industry vertical expertise. We sell our solutions indirectly, through a global partner network that's built on trust, respect, and knowledge sharing. Along with comprehensive certification and training programs, we provide our partners with robust structure and support that ensure customer satisfaction for sales, implementation, and ongoing services.

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e-Con[®]
SOLUTIONS

