

How Cisco IT Developed a Sales Web Portal

Web-based sales portal provides central point for sales information, forecasting, and management applications.

BUSINESS BENEFITS

- Standardized sales and customer data available in a single portal
- A single, automated, and high-confidence process for sales forecasting worldwide
- Better decisions about sales and production activities throughout the company
- The ability to be more proactive in the face of changing sales activity

In order to be successful, salespeople need sufficient time to sell, as well as access to complete, current customer information. In an enterprise environment, providing salespeople with detailed customer information and high-confidence sales forecasts are essential for planning business strategies, working closely with customers, and responding to fast-changing market conditions.

For the salesperson on the street, there is nothing like having more time to sell, with complete and up-to-the-minute customer information. For the enterprise, there is nothing like detailed, high-confidence sales forecasts for planning business strategies and responding to fast-changing market conditions.

For a large enterprise like Cisco Systems, the challenge of capturing and delivering sales forecasts and bookings data is enormous. The solution is the Cisco E-Sales Web portal, an internally developed tool that provides integrated access to sales information, forecasting data, and management applications. The Cisco E-Sales portal uses Cisco products for content distribution and storage networking, and takes full advantage of the robust routing and security capabilities of the Cisco network.

A single portal for sales information and reporting. E-Sales applications cover the vital data and tools a salesperson needs to maintain positive customer relationships, including near-real-time reports on customer orders.

High-confidence forecasts. Sales projections are based on a realistic definition of individual customer opportunities, with standard definitions and forecasting procedures.

Information tailored to individual needs. Personalized alerts, reports defined by user type, and specialized features meet the different needs for information and tools throughout the sales, finance, marketing, production planning, and executive organizations.

Better decision making across the company and around the globe. Current sales information and realistic forecasts, in a standardized form worldwide, help company executives identify trends quickly and make better decisions for production and sales activities.

Case Study: http://www.cisco.com/en/US/about/ciscoitwork/case_studies/business_applications_dl2.html

FOR MORE INFORMATION

To read the entire case study or for additional Cisco IT case studies on a variety of business solutions, visit Cisco on Cisco: Inside Cisco IT www.cisco.com/go/ciscoit

NOTE

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