

Progress® Business Empowerment Success Story

What Epicor is Saying About Business Empowerment

"I would encourage other partners to take advantage of Progress Business Empowerment. The program we developed together supported our strategic marketing objectives, and it helped to accelerate our sales cycle."

Nancy Brehmer, Sr. Product Marketing Manager Epicor

Partner Profile: Epicor

Epicor is a leading provider of integrated enterprise software solutions for midmarket companies around the world. Epicor has over 15,000 customers and continues to deliver end-to-end, industry-specific solutions that enable companies to immediately improve business operations and build competitive advantage in today's Internet economy. Epicor's comprehensive suite of integrated software solutions for Customer Relationship Management, Financials, Manufacturing, Supply Chain Management, Professional Services Automation and Collaborative Commerce provide the scalability and flexibility to support long-term growth.

Vantage by Epicor is a Progress-based enterprise software solution for make-to-order manufacturers. In 2002, Epicor realized that they needed to provide enhanced business intelligence capabilities for Vantage. A key requirement for Vantage's business intelligence solution was that it be easy to deploy and provide native access. Epicor investigated options through their relationship with Progress and found CorVu. They embarked on an ambitious co-marketing campaign to launch this enhancement to their popular ERP system with the help of Progress Business Empowerment marketing resources.

"The marketing program we developed with Progress to launch Vantage Business Intelligence was something really new for us. Typically we'll take a new product offering to our customer base through a series of road shows, providing consulting and education at sessions that require our customers to leave their offices to attend a presentation," explained Nancy Brehmer, Epicor Sr. Product Marketing Manager. "In this case, we created direct marketing materials (both print and e-mail) that drove attendance to Webcasts where we introduced our enhanced solution. Follow-up telemarketing helped to encourage registration for the six Webcasts we hosted."

The convenience of the Webcasts was a major factor in their success. Thirty-nine attendees took advantage of these virtual product demonstrations. Enticed by the new functionality, many customers scheduled one-on-one meetings with Epicor sales executives. The resulting sales to twelve customers totaled over \$168,000 in additional revenue for Epicor.

"We're viewing the success of this program from two perspectives," Brehmer commented. "Earning additional sales and revenue is great, but we are just as interested in getting customer buy-in and case study references from these sales. These will have tremendous value in promoting the Business Intelligence offering to new prospects."

In the Words of Epicor:

"Epicor has participated in numerous successful co-marketing initiatives with Progress and will continue to leverage the resources of Progress Business Empowerment. It's cost-effective, and their input is invaluable from beginning to end."

Nancy Brehmer, Epicor