



Data Sheet

myridas™

CATALOG BASED SALES

Sales order entry is a critical activity in a customer focused business like distribution. It may be the only regular point of contact with the customer so the speed, skill and knowledge that is shown by the order taker will have a major influence on that customer's perception of the whole company. An order taker who can answer technical queries, offer substitutes, introduce promotions and understand typical buying patterns will leave a lasting positive impression. Even if the order is being entered one step removed from the customer eg via fax or order form, it is vital that the operator can record the order quickly and accurately with appropriate information readily to hand.

Key Features

Catalog and Screen Search

A new window called Catalog and Screen Search available from within sales transaction entry is used to drive all of the features described below.

Section Search

A new search criteria on catalog section name without needing to drill down through catalog levels.

Item Catalog

An explorer style arrangement of the entire inventory which allows the user to drill down through the catalog as a means of quickly identifying appropriate products.

Item Attributes

As well as the structured hierarchical approach the user can also search using unlimited item attributes to find items with a unique combination of features eg "find all nut-free products in the delicatessen products section of my catalog" or "find all blue paper that uses recycled material."

Item Display

All selected items are displayed in "list view" format. This offers the user a high level of control over the format of the display. For

example the user can rearrange columns and immediately re-sequence information, perhaps to bring the most profitable items to the top of the list. There are options to show only those items that the customer has previously purchased¹ or those where there is stock available. The system administrator can even determine what information can be seen by individuals or groups of order takers. In some environments for example margin information may not be relevant.

Information Point

Once an item is selected the information bar will highlight where further information can be obtained for that product at the touch of a button. This could include "available to promise", substitutes, order history, access to item specifications and images. Key item information can even be emailed to the customer direct from the information bar.

Fast Order Entry

The selected item can be dropped straight into the order. As soon as line entry is complete focus will return to the catalog and search screen automatically.

Application Power

Increased Sales

Using the power of the Catalog Based Sales Module may help to reduce the risk of losing sales. The user can be easily prompted with substitutes and related products. There is also the facility to highlight items on promotion². The operator can quickly identify where the customer has not purchased items that he usually orders and then prompt them, and even view summary sales across previous periods³. Doubts and uncertainty about technical aspects of the product or its availability can

be addressed by accessing the information bar.

Increased Profitability

Not only can the operator see margin information on screen but lists of suitable items can be rearranged at a single click to bring the most profitable ones to the top of the list.

Improved Customer Service

New Sales Order Takers can quickly become experts via the use of catalog search and the information bar. Enabling them to add more value to the order and to the customer relationship with less training.

¹When used in conjunction with Myridas Customer Templates.

²When used in conjunction with Myridas Extended Pricing and Extended Pricing Enhancements.

³When used in conjunction with Myridas Sales Pattern Analysis.



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