

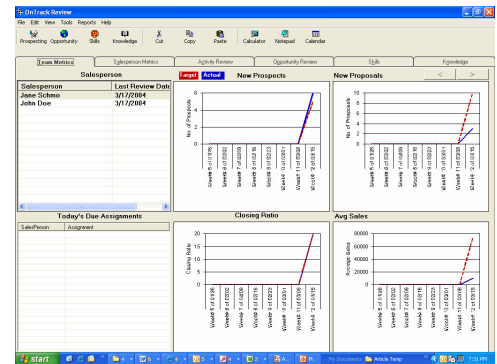
Sales Force Management

Software Development

Case Study

The Challenge

This company is a recognized leader in sales training for the Telecommunication Industry. They had developed a product in the early 90's for sales team management that included functions of assigning, tracking and measuring the progress of a sales team and ensure measurable improvements over time. The product , utilizing Basic language with FoxPro database, was reaching obsolescence. The company wanted to continue to offer a solution in this area



The Solution

- Redesign of the product such that it supports:
- New operating systems like Windows 2000 and XP
 - Utilizes new database technology
 - Internet ready – can be used in an intranet environment

The Result

The firm has now a state of the art sales force management product that complements its personalized sales training. The company experienced high demand for the new product even before it's introduction to the marketplace.