

# ONYX PARTNER PORTAL

When your valued partners from around the world collaborate on marketing, sales and service initiatives with you, shouldn't your communication be as effective as if you were interacting face-to-face?

The Onyx Partner Portal is a personalizable, Web-based product line that gives your company powerful capabilities to collaborate more effectively with partners, streamlining communication and increasing profitability. From the moment a sales opportunity is identified until long after the prospect becomes a customer, Onyx Partner Portal is hard at work reducing the costs and increasing the revenues associated with interacting with your partners.



## WITH THE ONYX PARTNER PORTAL, COMPANIES CAN:

- Improve sales performance through instant access to centralized, online sales and marketing materials
- Increase revenue by ensuring leads are tracked and distributed, and visibility into sales pipeline is shared
- Lower costs by enabling providers to shop and purchase for your customers online
- Heighten sales profitability by equipping partners with the ability to configure products online
- Increase productivity by providing partners with the ability to solve problems themselves 24/7 using an online knowledge base
- Reduce administrative costs by allowing partner access to customer order histories and product registration
- Boost communication effectiveness by enabling partners to access customer data online

From dot-coms to traditional companies, Onyx Front Office 2000 offers an enterprise-wide, customer-centric e-business solution for succeeding in the Internet Economy. Through three audience-specific, Web-based product lines, Onyx Front Office 2000 consolidates critical relationship information, making it available to employees, customers and partners. Companies are able to more effectively share information, analyze the overall health of their business, build greater customer loyalty and gain a competitive edge.



# SELLING

## COLLABORATIVE SELLING

Onyx collaborative selling capabilities eliminate the communication gap between you and your sales channel, shortening sales cycles and increasing sales opportunities. Its components track every lead through the sales cycle and equip your partners with the capabilities required to more effectively interact with customers.

### BENEFITS TO YOUR COMPANY:

- Save time by delivering marketing literature and sales information to partners via the Web
- Pursue every possible sales opportunity by delivering leads and ensuring that your partners are pursuing them
- Shorten the sales cycle by eliminating communication gaps about sales pipelines
- Make more accurate channel sales forecasts

### BENEFITS TO YOUR PARTNERS:

- Improve sales performance with the ability to instantly access sales and marketing materials as well as create compelling presentations and proposals on the fly
- Capture sales opportunities by instantly responding to hot leads
- Shorten sales cycles through efficient lead communication and management

### LEAD ENTRY

Lead entry capabilities help your partners to fill your pipeline by providing you with new sales opportunities. Allow partners to easily push leads to you, capturing as much detailed information as possible and making it immediately available within your Onyx database to the rest of your organization.

### LEAD DISTRIBUTION

Your company can automatically assign leads to partners using rules-based routing and escalation. You control which partners have access to which leads, allowing your best partners to have the best leads. Partners then are able to easily download assigned leads for review and follow-up.

### PIPELINE MANAGEMENT

After leads are assigned, pipeline management follows the lead through your established sales process. You'll monitor and manage every partner's progress with every lead, ensuring that they are following up and taking the appropriate steps to close the sale. Partners can even enter their sales forecasts online, so you can make accurate projections for channel revenues.

### ONLINE CATALOG

Make your marketing and sales materials available to partners online. The online catalog enables you to standardize the sales and marketing information that your partners use in the sales process, and stores it in a convenient, central location. Moreover, within the online catalog, partners can easily create customized presentations and proposals, ensuring that through all channels you are delivering a consistent product and company message.

As partners interact with you about their leads and presentations, take the opportunity to coach them to greater sales success. Context-sensitive sales tips appear on-screen to train your partners and improve their product knowledge and sales techniques.

# SERVICE

## COLLABORATIVE SERVICE

Reduce your service costs, while partners improve service levels with collaborative service capabilities. Partners can conveniently perform service-related functions directly through your Web site.

### BENEFITS TO YOUR COMPANY:

- Reduce service costs – partners are able to help themselves and customers 24/7 via the Web, often avoiding your company's service organization entirely for routine problems or questions
- Make profitable decisions, as channel feedback is easy to collect and always up-to-date
- Cut communication costs – avoid devoting resources to processing partner e-mails manually
- Lower registration costs by having partners register products online

### BENEFITS TO YOUR PARTNERS:

- Spend less time on time-consuming, routine calls
- Increase competitiveness by providing excellent service
- Reduce training, service and support costs by leveraging your knowledge base
- Save time with immediate access to order histories
- Minimize follow-up time by registering products online

### WEB SELF-HELP

Empower your partners to help themselves via the Web by accessing a knowledge base of previously solved solutions, product documentation or articles. Whether accessing the information for themselves or customers, partners can get the support they need round-the-clock without having to pick up the phone to talk to your support staff.

### ONLINE SERVICE INQUIRIES

Your partners can use the Web to conveniently submit service inquiries, including detailed information about their customers' service needs. From asking a support question to scheduling an on-site service call, they can update and inquire about the status of their service requests online any time. You can respond to your partners' service inquiries via the Web and use e-mail to keep partners informed of any changes in status. And if their customers' service needs change, they can update their service request in real time.

### E-MAIL MANAGEMENT

Onyx e-mail management expertly handles inquiries e-mailed to your alias addresses for sales and service. Messages are analyzed for content, entered directly into your Onyx customer database, and then routed to the correct contact. Your customers are confident their message has reached you because they'll receive an automatic reply.

### CUSTOMER SURVEYS

Online surveys reduce the cost of gathering valid partner and customer feedback. You'll design secure, Web-based surveys for collecting customer feedback, channel data or updated partner information. Onyx surveys interact with respondents by tailoring themselves on the fly based on the responses to questions. Partners can enter and update survey responses for their customers.

### ORDER HISTORY & PRODUCT REGISTRATION

Instead of calling your customer service department to access customer order histories and product registration information, your partners can now access this information via the Web.

# COLLABORATIVE E-COMMERCE

Transacting business with your sales partners via the Web is almost guaranteed to increase your sales profitability and reduce your selling costs. With Onyx Partner Portal, you can do both while automating administrative tasks to improve staff efficiency.

## BENEFITS TO YOUR COMPANY:

- Reduce selling costs with centralized, online order processing
- Heighten sales profitability by facilitating the configuration process
- Save time by delivering marketing literature and other sales information to partners via the Web

## BENEFITS TO YOUR PARTNERS:

- Improve customer retention and increase repeat business with online order processing
- Improve sales effectiveness by ordering the latest marketing materials
- Increase sales of complex, customized products by assisting with configuration online

## ONLINE ORDER PROCESSING & LITERATURE FULFILLMENT

Online order processing reduces your selling costs by processing orders from your partners conveniently and securely. Whether partners are purchasing products for your customers or sales literature for themselves, online order processing makes conducting a Web transaction a seamless process. Once they have purchased online, the information is immediately captured into the Onyx database. From there, you can easily track past purchases and future needs.

Onyx Partner Portal, Commerce Edition, is a packaged integration with Microsoft's commerce platform. This integration enables purchasing information to be leveraged across both traditional and Internet-based interactions.

## PRODUCT CONFIGURATION

For partners configuring custom products, help is as close as the Web. Onyx product configuration reduces your administrative costs and increases the accuracy of custom orders. Partners are able to easily configure products for your customers ensuring that you can deliver upon unique needs and requirements.



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