

AMX

Technology Supplier Improves Quote Production Output by 250 Percent



Company

AMX
Richardson, TX
www.amx.com

Corporate Details

AMX hardware and software solutions simplify the way people interact with technology. With the increasing number of electronic equipment and operating platforms at work and home, AMX solves the complexity of managing this technology with reliable, consistent and scalable systems.

AMX products span control and automation, system-wide switching and audio/video signal distribution, digital signage and technology management. Their products are found worldwide in conference rooms, homes, classrooms, network operation / command centers, hotels, entertainment venues, broadcast facilities, among others.

Challenge

AMX hardware and software solutions simplify the use of technology to create effective environments. While simplification has always been a key value proposition to their customers, AMX found it difficult to maintain a complicated and cumbersome Excel-based quoting system that could only be driven by eight internal "quote designers" (AMX has more than 100 sales and technical personnel). Sales "Exceptions" approval requests were performed via email or word-of-mouth which caused delays and possible lost revenue. Forecasting and other key performance indicator reports were not adequate.

AMX was also burdened with building hardware quotes on behalf of their extensive dealer network. Empowering dealers to create proposals for AMX solutions via a web portal was a common request from their resellers.

After successfully rolling out Microsoft Dynamics CRM to their sales and service teams, AMX initiated a search for a sophisticated product configurator to replace their Excel quoting system.

Solution

"Experlogix knocked it out of the park", says Ashley Denison, Director of Global IT, AMX. "We were in a time crunch and decided to approach five different vendors directly instead of going through a long RFP process. The vendors were invited to an online presentation where we demonstrated our quoting challenges. Each supplier was asked to come back with a customized demo showing us how we could improve our quoting system", continues Denison. "Experlogix listened to what our issues were, helped clarify our requirements and came back with a concise and sophisticated pricing and product configuration tool tailored to the AMX business model".

Result

"The integration of Experlogix with Dynamics CRM has been a huge win for AMX – a hundred times better than the Excel system we were using," says Denison. "We simply outgrew Excel. All the data is now in Dynamics CRM and Experlogix, not endless spreadsheets."

"There were no data mining capabilities previously," continues Denison. "For example, it was difficult to know how many AMX Touch panels had been quoted and existed in the sales pipeline or how many orders were closed. Now we can easily track all activity as after each quote or order is created it is saved back into Dynamics CRM and allows the business to have full visibility."

