

# Neotek Enterprise Suite





## About Neotek

Neotek powers sales for manufacturers, importers and distributors. Our enterprise solutions automate all of your critical sales channels, enabling staff, agents and customers to easily sell, re-stock and buy from wherever they are.

Neotek was established in 2001 with a vision of creating industry leading sales automation systems. We've kept that single minded focus, combining a deep understanding of manufacturers and distributors' sales processes with advanced software development skills.

Together with a strong network of resellers, we drive the sales channels for some of the best known brands in Australia and New Zealand, including Electrolux, L'Oreal and Fuji Film.

## Deep Industry Knowledge

Our clients range from specialist distributors to multinational brands in multiple industries. They usually sell a wide range of non-configured products and want to reach more customers at a lower cost of sale. What makes us different is our experience intelligently integrating and presenting critical catalogue data in any format.

Clients gain many benefits including:

- ◆ Ensuring that even in rapidly changing market conditions, all customer facing information is up to date, including pricing, new product releases and promotions
- ◆ Lifting the productivity of sales people in the field by enabling them to see additional customers each day
- ◆ Reducing back office labour costs such as data entry
- ◆ Increasing customer loyalty through faster, more accurate order taking and processing
- ◆ Reducing debtor days outstanding by making it easier for customers to access their own invoices, statements and credit status
- ◆ Reducing old stock and increasing inventory turn by highlighting all end of line specials to customers
- ◆ Cost effectively meeting customer requests to receive product information in multiple print and digital formats
- ◆ Reducing support costs by providing customers a 'selfserve' option for information about products or their own account, invoices or credit
- ◆ Providing up to date product and order information to retailers serving customers outside of normal office hours, such as during the weekend
- ◆ Responding to demands of major customers to use a common standard for invoicing.

Neotek Enterprise comprises five modules, each addressing a particular sales channel and able to operate separately or in combination.

The modules are:

- ◆ eCommerce (including EDI)
- ◆ Sales Force Automation
- ◆ Public (or B2C) website
- ◆ Print and CD catalogue creation.

Neotek Enterprise is the complete interface between your customers and your in-house systems. Simply start with either eCommerce or Sales Force Automation and add other modules as required. We provide a full suite of integration services to ensure a smooth implementation regardless of your industry.

This integrated, modular approach allows you to:

- ◆ Deliver consistent product, inventory and sales data to all sales channels from your existing financial system
- ◆ Co-ordinate all of your critical sales tools
- ◆ Be future proofed and add new modules easily
- ◆ Not pay for unnecessary features.

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## B2B eCommerce

Enable business customers and suppliers to access a range of services and transact via the Internet at any time. Provide rich product information and images, online ordering and even email marketing. Connecting directly via EDI with key customers and suppliers' business systems is also available. To read more about Neotek eCommerce, including case studies, ask for a brochure or visit our website.

## Sales Force Automation

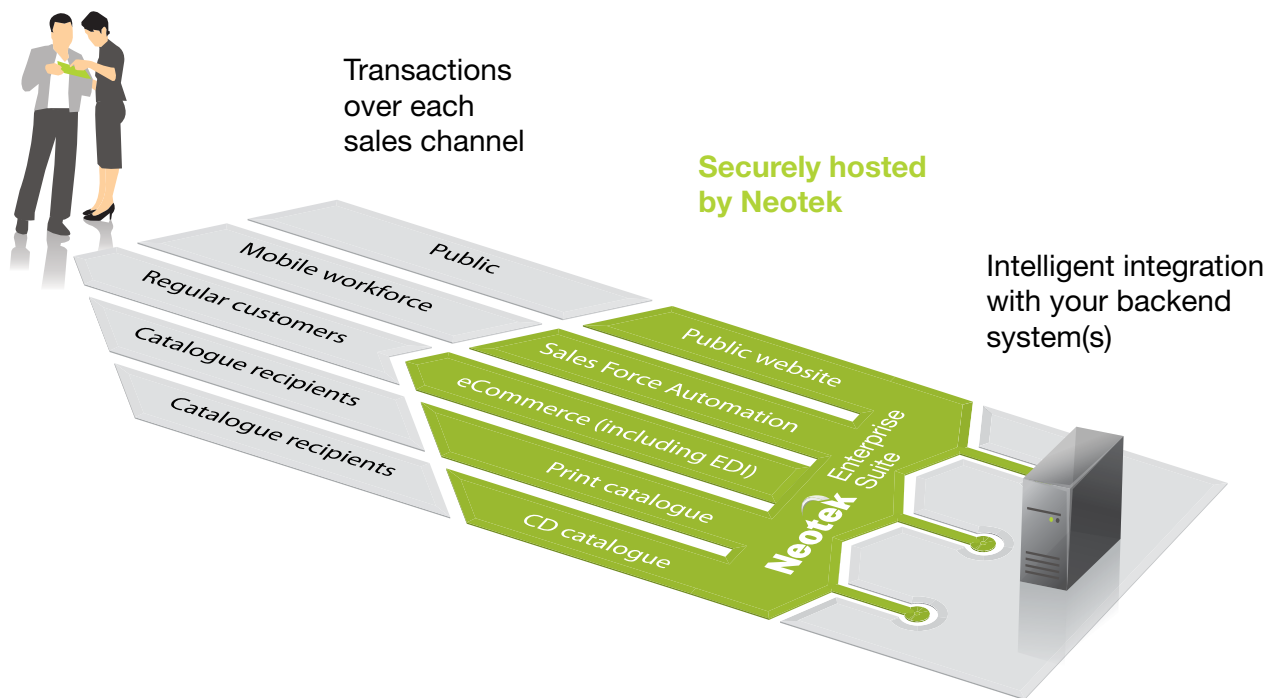
Put the latest product and customer data into the hands of your sales team and allow them to make more calls in a day and better take orders using any handheld device or tablet PC. The orders are processed immediately and accurately without any extra data entry by customer services. To read more about Neotek Neotek Sales Force Automation, including case studies, ask for a brochure or visit our website.

## Public Website

Take advantage of rich content created within your business to business eCommerce system by making it available on your public web site. You can choose how much and what information is accessible on the public site. This module can be added to either eCommerce or Sales Force Automation.

# Neotek Enterprise Suite Overview

## All of your sales automated



### Print Catalogue

Take the pain out of producing print catalogues by adding this module to either eCommerce or Sales Force Automation. By applying the rich content already held in Neotek Enterprise, producing a complete, up-to-date print catalogue is only a few steps away. Create files in the correct format to easily produce print catalogues for customers. There is no time consuming page layout or expensive publishing software to buy.

### CD Catalogue

Like the Print Catalogue module, this component allows you to automatically publish existing content to a new catalogue, this time on CD. You can add this module to either eCommerce or Sales Force Automation. There is no time consuming design necessary or expensive software to buy.

### Benefits:

- ◆ Automate all of your critical sales channels, enabling staff, agents and customers to easily sell, re-stock and buy from wherever they are.
- ◆ What makes us different is our experience intelligently integrating and presenting critical catalogue data in any format.
- ◆ Simply start with either eCommerce or Sales Force Automation and add other modules as required.

# Why Neotek?

## Integration

Neotek Enterprise has a justified reputation for effective integration with numerous financial systems. The solution has been market tested in thousands of transactions and trading hours in multiple industries, ranging from autoparts and electrical components to giftware, food and whiteware.

## Evergreen Licencing and Support

We understand that clients want pricing certainty as well as great business tools so include 'evergreen licencing' in every solution. This gives you immediate access to the latest version of Neotek Enterprise as soon as it is released, without hidden upgrade or service fees.

## Leading Technology

We elected early on to develop in Microsoft.Net for maximum usability. As a business we are committed to staying ahead of the technology curve to ensure our clients are always market leaders.

## Multiple Channels

Even as a more businesses go online, sometimes a high quality printed catalogue is still the best tool for the job. Whether your customers place orders online, directly into your system or to another person, Neotek Enterprise has it covered. We can even present information for your mobile sales force on a large screen tablet PC as well as smaller handheld devices.

To learn more or receive a personal demonstration, please contact us on +64 9 915 6655, at [sales@neotek.co.nz](mailto:sales@neotek.co.nz) or visit [www.neotek.co.nz](http://www.neotek.co.nz)

“As our business has grown, so have the service and information requirements of our partners. Neotek Enterprise provided us the tools to improve our customer service and create a significant competitive advantage.”

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Rachel Louie

General Manager, Applico

“The biggest benefit for us is the improvement in our service times. As soon as that order is in the system we're servicing the customer. Our people might take an order from a customer in Invercargill before noon on Monday, for example, and it's delivered the next day.”

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Andrew McCutcheon

Director of Finance, L'Oreal

“Neotek listened to us, taking the time to understand our specific requirements, rather than try to force us into an off-the-shelf solution.”

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Rick Nutter

National Sales & Marketing Manager, G.U.D

## Neotek Limited

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