



# Powertrak High Tech Industry Solution Overview

ENTERPRISE-WIDE HIGH TECH, MULTI-CHANNEL,  
DISTRIBUTION EXTENSIONS TO MICROSOFT CRM

Deliver superior communications, service your partners and satisfy your customers over the web. Maximize sales and streamline your processes with Powertrak High Tech and Multi-Channel management. High Tech manufacturer/distributors are expanding into new markets using complex sales channels and extending their range of products and services worldwide. Servicing customers and partners in this environment requires multi-level relationship tracking, web self-service, support portals, dealer loyalty management tools and a worldwide presence. With partners selling, installing and servicing these products remotely, organizations need to certify partners for both product knowledge and service skills to make sure that customers receive consistently great service. Sales managers need to keep forecasts tight and current throughout the channel to motivate sales reps and keep business plans on track.

Powertrak provides high tech organizations with award-winning technology to communicate via the web, improve sales, streamline all interactions, get rid of paperwork and grow strong relationships within their best customers and partners. Along with Microsoft Dynamics CRM 4.0, Powertrak is a scalable web-based system. Powertrak offers every user in every department with one sure path to efficiently service, support and extend the customer experience.

Powertrak offers rich capabilities that extend far beyond contact management and service tracking, with the scalability to handle large volumes and link with your accounting and manufacturing systems. Powertrak can be provided as licensed software or in an ASP hosted environment. Powertrak offers the world's best Microsoft Dynamics CRM 4.0 add-on modules including Product Configurator, Partner and Customer Portals, Contact Center, Service Manager, and Time and Billing.

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Powertrak offers a specific suite of specialized High Tech Industry modules with the following Partner Relationship Management capabilities for Microsoft Dynamics CRM 4.0:

- Handles Multi-channel, multi-currency forecasting down to rep, account and SKU
- Provides views and tools to manage complex extended relationships
- Utilizes Service Management and self-service portals
- Provides Partner Portal with marketing coop and incentive tracking
- Enables Time and Billing by project
- Manages partner authorization and staff certification
- Integrates to your back office ERP systems

## Powertrak High-Tech Modules

- Forecasting
- Contact Center
- Service Manager
- Time and Billing
- Event Management
- Product Configurator
- PowerRelate Channel Manager
- Partner and Customer Portal
- Certification & Education Tracking



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Powertrak is designed to meet the needs of specialized industries and Microsoft centric mid-size organizations. For more information visit us on the web at: <http://www.axonom.com>

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