



## Sales and PS – FasTraX launch

### Background



International Business Systems (IBS), the leading business application supplier for wholesale and distribution helps companies differentiate themselves on the strength of their distribution operations. Founded in 1978, IBS has over 30 years of experience in the distribution industries ranging from automotive and electronics to paper, publishing, pharmaceuticals, food and

beverage. This deep understanding of distribution models and best practices is embodied within IBS Enterprise, a distribution resource management application suite on which thousands of the world's most successful companies now rely.

For more information, please visit [www.ibs.net](http://www.ibs.net).

### Business situation

In response to Market needs IBS developed a packaged approach for implementing their wholesale and distribution software. Aimed at the small-to-medium sized business sectors (SMB), who typically want the benefits of a sophisticated application suite such as IBS Enterprise, but without the complexities of a highly tailored implementation, IBS FasTraX was designed with speed, ease, configurability and manageability in mind.



The IBS FasTraX Steering group identified the need for an enabling platform that would provide:

- A single source of the processes, <sup>1</sup>SKM and collateral to support Marketing, Sales, Professional Services (PS) and IT Services teams in the sale and delivery of FasTraX solutions
- A solution that could be rapidly implemented with secure access to the content anywhere in the world at any time
- The ability to easily adapt the content to cater for changing business needs and include performance related updates e.g. integration with Salesforce.com and roll out into different geographies or markets

In addition to the above needs, the IBS FasTraX team were looking for a supplier who could provide the consulting and support to the project to help define the approach and design and create the collateral to meet the launch date.

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<sup>1</sup> SKM – Sales Knowledge Management, including the capture of top performer field craft and best practice.

## Solution

Perperitus were engaged to deliver the workshops, analysis and design required to deliver the internal enabling platform, called “FasTraX Team Portal” (FTP) in July. The solution integrated the processes from Marketing, Sales PS and IT services to provide a seamless approach to the rapid delivery of the IBS software.

A structured methodology (see last page of this case study) was followed to ensure the FTP would meet the needs for a concise, single point of reference for all FasTraX requirements and provide a true business enabling tool.

During this process top performing individuals were encouraged to contribute, typically in workshops. Collateral was developed or gathered and the FasTraX processes were refined. Then everything was blended, structured and combined within the FTP. The architecture of the FTP was designed to allow all the collateral and content to be accessible within 2 clicks following log in.

The solution was delivered in October. Following a month’s use and refinement the Perperitus solution was accepted in November. The launch followed in December (see press release figure 1) and contributed to the closure of several FasTraX deals in the first month.



Figure 1- Press release - IBS FasTraX

## Results

Perperitus participated as part of the IBS FasTraX team ensuring the rapid deployment of the “enabling platform” on time and to budget. This contributed significantly to the ability of the team to meet the overall requirements prior to public launch of the FasTraX product offering.

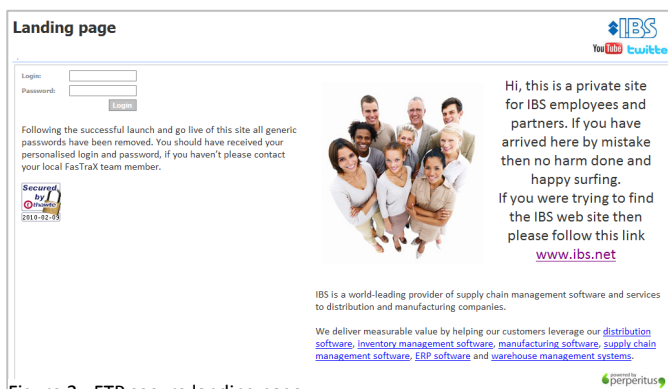


Figure 2 - FTP secure landing page

resources for Marketing, Sales and Professional Services. FTP is being used in the Nordics, Europe and USA as a single source of all aspects of the FasTraX offering from IBS. Updates to the FTP are being carried out on a regular basis in line with expansion of the programme, improved approaches and content.

## Benefits

**Sales** - the real benefit of a programme such as this is in the impact on the business, especially in terms of revenue. Without giving too much away, FasTraX deals have been closed and the FasTraX sales pipeline is very healthy.

**New hires** - are taking full advantage of the FTP to come up to speed in the shortest possible time and benefit from the inbuilt field craft and experience of the top performers that has been built into the solution.

**Effectiveness** - updates and additional content have been added based on the experience of several closed FasTraX deals across Europe. These updates are created through the inbuilt content management side of the FTP and typically are completed, including sign off, in a matter hours rather than days or weeks. This has a significant impact in being able to share knowledge and experience across the whole of IBS worldwide.

**Change** – the FTP has provided a single source for all content relating to the cross divisional requirements, supporting the successful launch and sales success of the FasTraX programme. Everyone has the same access to information, ensuring the internal and external messaging is consistent.

## Future plans

Ongoing support of the FTP will be undertaken by IBS content owners and specialists using the Perperitus content management solution see Figure 3. This ensures the

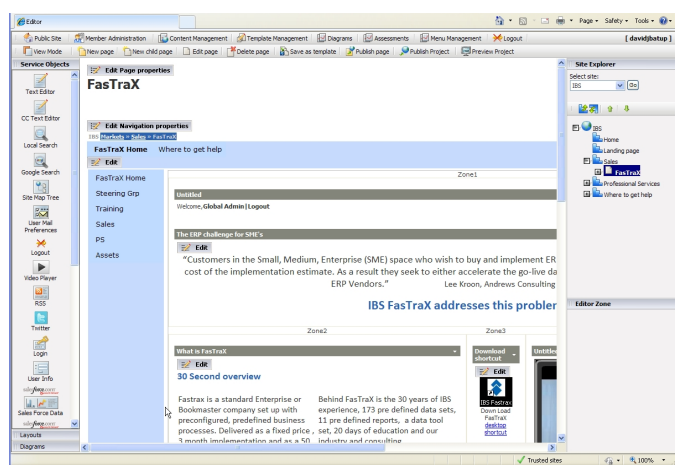


Figure 3 – Perperitus content management

platform remains the single point of reference for FasTraX related content and support. Perperitus are contracted to provide a 6 monthly review workshop to examine the usage, updates and sustainability of the FTP to ensure the maximum advantage is made of its functionality and to identify any actions required.

Additional plans are in place to role out of the FasTraX programme to other markets and geographies. The FTP will also be added to and expanded to support other business units within IBS as well as key development partners, HCL who are based in India.

*The FTP is based on the Perperitus Performance Coach. Its design and concept is based on the principles of providing the best possible enablement, support and advice to individuals to help them excel in their role. It roots are in knowledge management, enablement, best practice, coaching, process mapping, field craft and simple access to the most up to date information. For more information, please contact: David Batup - db@perperitus.com, Office +44 (0) 118 965 4066.*

## The Perperitus Structured Methodology

At a high level this is the build process used for the implementation of the IBS FasTraX portal. We understand that each client is different in terms of their business and operational needs. Therefore we treat this methodology as a framework and would agree and modify it accordingly to meet your needs. Typically this approach can be completed in 2 to 3 months.

Objective	Phase	Outcomes
Ensure the solution and its build meets the business needs.	Discovery	Scope, timescales, objectives, success criteria and involvement.
Management, Architecture and Planning needs are defined.	MAP	The overall design, look, feel, core processes, governance and compliance are defined.
Adapt, Adopt and Improve - Capitalising on investments already made.	AAI	Identified content, methodologies, tools and techniques that can be used and improved on.
Capture, the field craft and tribal knowledge of the top performers.	Model & build	Harvested knowledge, approaches, tips, techniques and wisdom in an accessible format.
Ensure the practicable usability of the solution.	Field test	Feedback on usability, content, corrections and suggestions to improve.
Raise awareness and secure adoption by the users of the solution.	Launch	Complete updates and training. Implement the success factors for sustainability and use.
Ensure the business objectives have been met.	Review	Agreement on the achievement of the goals and objectives. Signoff for the programme and identification of next steps.