PROFITSYSTEM
SALESFORCE SOLUTIONS

New Sales Prospects

ProfitSystem
new sales prospects

ProfitSystem is more than a conventional CRM solution. As a central information and control system, ProfitSystem connects employees from different departments to form a powerful and well-coordinated successful team.

ProfitSystem adapts itself. Also to you.

ProfitSystem combines the advantages of standard software with extensive possibilities for customization. The modular software can be adapted exactly to your needs with little technical effort. Special workflows can also be reproduced true to detail. And if your requirements change later on, ProfitSystem will simply follow these steps. A variety of interfaces ensure that ProfitSystem integrates seamlessly with your existing software infrastructure. Sensibly linked with upstream and downstream applications such as your ERP system, ProfitSystem drastically accelerates your processes.

Always up to date. Also on the go.

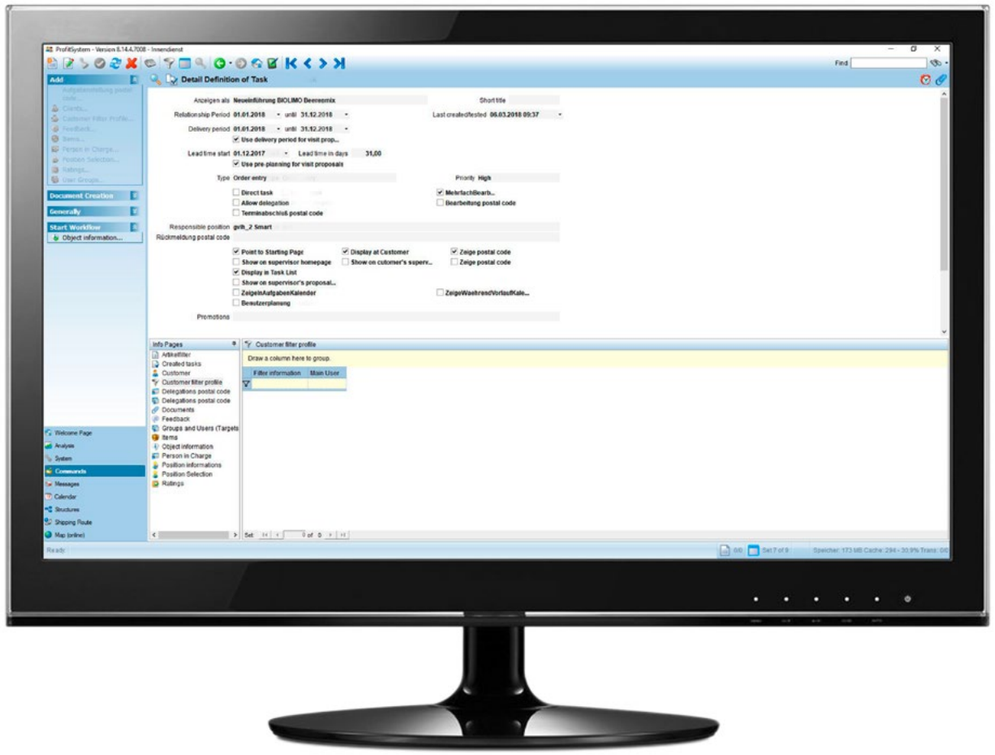
ProfitSystem has long been at home on tablets and smartphones. With mobile Windows, Android or iOS devices, your sales force gets access to all customer information right at the point of sale. Even with limited or missing connectivity.

Companies from various industries can profit from ProfitSystem.

Manage key accounts with confidence

Sales representatives are not always familiar with the current agreements with your key accounts. What's more, the data collected during store checks and inventories is often difficult to be reasonably evaluated. With ProfitSystem you always have control over listings and actions.

All employees have access to the exact data they need to complete their tasks. Thus, the proper implementation of agreements can be checked precisely and the range actually managed, including all details such as price, placement and out-of-stock statuses, can be conveniently documented—directly on site.



Record and evaluate listings

Analyzes of the listing and store checks that are available in ProfitSystem provide information on the actual degree of distribution and price developments at the market or group level. Distribution gaps are just as easy to recognize as deviations from agreed listings. Concrete statistics also support you in the timely resolution of problems.

Control actions precisely

The task module enables the exact control and evaluation of KAM actions. Tasks such as order entry or listing tests can be assigned to field staff. They receive timely visit proposals and can process and record actions as part of their visit activities. The basic document management module can also be used to ensure that the necessary information material (vouchers, product flyers, etc.) is available. The cumbersome maintenance of action calendars in Excel or other systems can be thus eliminated.

Create customer structures
Group structures can be detailed in ProfitSystem. Not only can you include any number of levels, you can also create multiple hierarchies (for action centers, trade centers, etc.). Once configured, the structure may be used throughout the system.

Organize focused customer visits

Anyone who relies on Excel, Outlook or even the good old paper in the reporting systems, quickly reaches limitations: The customer relationship is missing, there is no possibility for evaluation and the overview of past contacts is also absent. The result: potentials remain undetected; the wrong customers are visited too often.

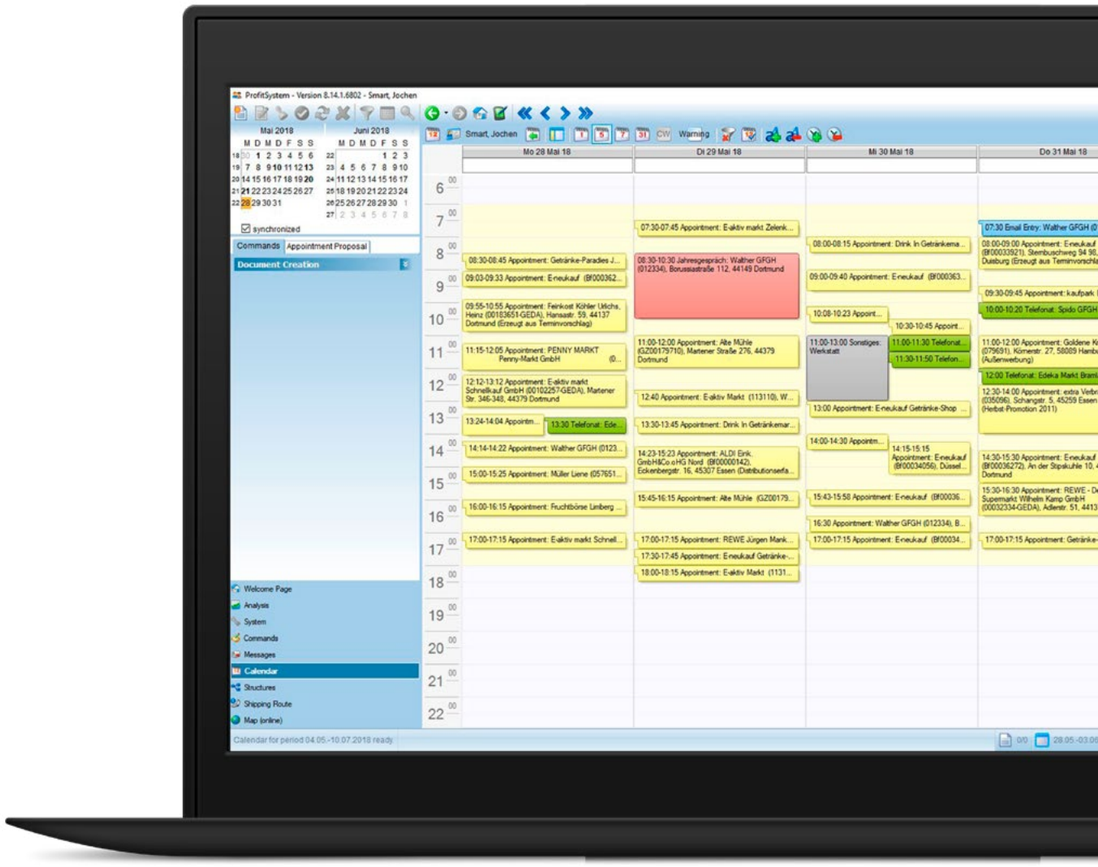
Here ProfitSystem provides a solution. The integrated calendar informs about planned actions and appointments, provides access to detailed contact histories and helps to organize the individual visit planning efficiently. With ProfitSystem you can create reports with evaluable content—right at the POS.

Flexibly configurable

The planning of annual meetings and customer visits systematized in an instant. ProfitSystem includes a variety of ways to help you with visit planning. Receive automatic appointment proposals based on freely selectable visitor rhythms, in conjunction with key account actions, in response to thresholds such as expiring contracts and open items—or individually define your own parameters.

Transparent customer relations

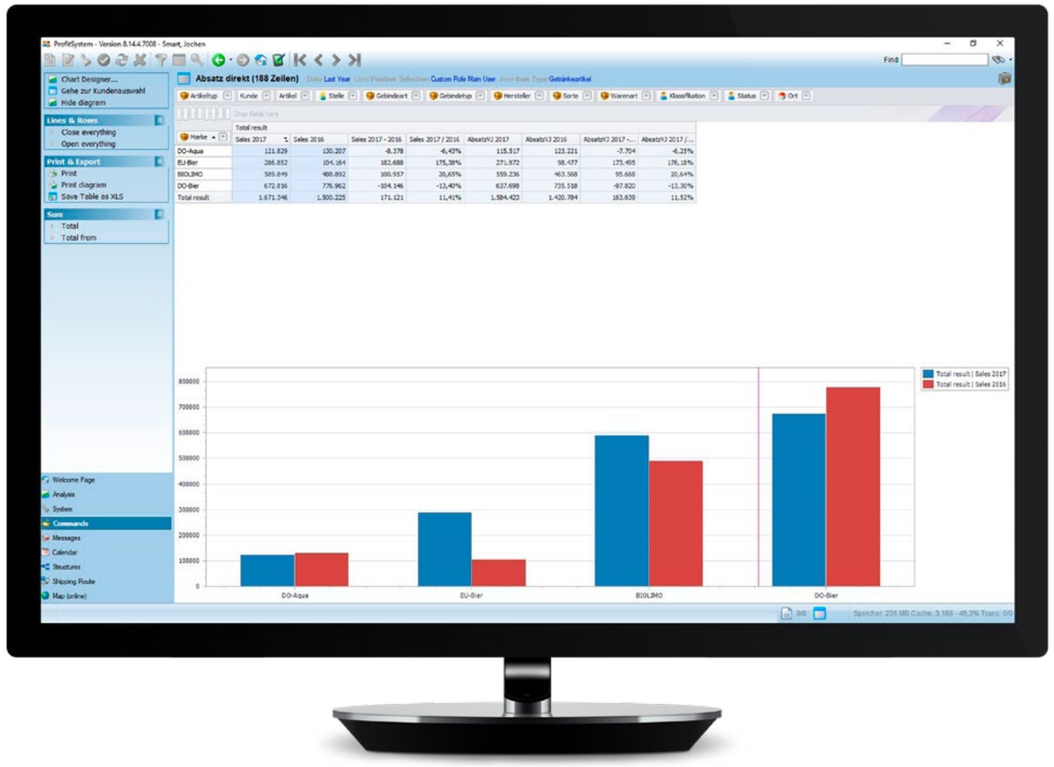
In ProfitSystem, each authorized employee can see the entire customer contact history. Thus, for example, a field representative can easily understand when a colleague from the office last spoke to the customer on the phone. Representations are also simplified in this way. Instead of a complicated juxtaposition of different systems, your team finally pulls together in a coordinated manner thanks to ProfitSystem.



Synchronized at all times
Integrated interfaces enable synchronization with Exchange or Lotus Domino. Even employees who do not work with ProfitSystem can thus access the upcoming and past appointments in the ProfitSystem calendar—even on-the-go with their smartphones and other mobile devices.

Analyze key figures comfortably

Evaluating sales data is a challenging task. Moreover, the planning of sales based on this is complicated and time-consuming, which often leads to the field staff adding fictitious percentages to the previous year's sales volume or, with any luck, defining a fixed target quantity for the planned year.



Indirect sales through specialist retailers often result in blind spots for the company. If data are available at all, they are supplied by specialist wholesalers in various formats and must be laboriously processed. Subsequently, the evaluations are often available only to the office staff. Sales representatives only receive printouts of monthly customer statistics that have to be manually created for the respective sales area.

Survey indirect sales

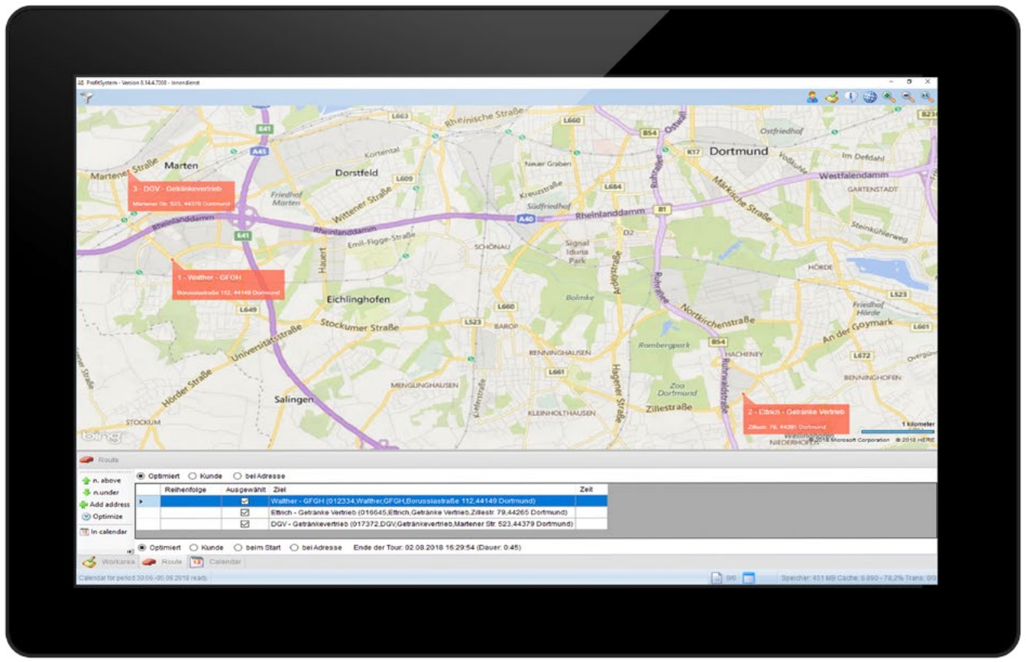
In ProfitSystem, indirect sales data from ERP systems and other data sources such as shuttle lists can be imported automatically. Sales clearing (for foreign customer numbers) is also easily possible in ProfitSystem. Thus, each employee has access to the current sales data of his customers and is even able to generate up-to-the-minute statistics at the push of a button.

Plan sales perfectly

Indirect paragraphs are not only displayed in ProfitSystem like the direct ones, they can also be evaluated just as easily. The data analysis integrated into ProfitSystem enables the evaluation of customer and article groups, sales areas, etc., taking into account previous year and / or target figures. Supply relations from indirect sales notifications are presented clearly and transparently.

Import sales data with GEDAT
A particularly convenient and time-saving option is offered to ProfitSystem users from the beverage industry, who are connected to the GEDAT: ProfitSystem can be seamlessly connected to the GEDAT manufacturer module. The indirect sales data is then automatically transferred to ProfitSystem.

Optimize tour planning efficiently



Route planning for field service can be complex. In today's fast-paced business, employees often have to be more flexible than their fixed routes allow. Visits to new customers, for example, are difficult to integrate. In addition, "rallies" arising from old practices are not very efficient—a lot of work time gets wasted.

Even downtime or special promotions are not taken into account in fixed routes. As a result, sales staff will sooner or later have a piled-up "visiting wave". Although variable visiting rhythms offer a little more leeway, they are even more difficult to combine.

Plan routes intelligently

ProfitSystem allows for extremely efficient and dynamic route planning. Thanks to Bing Maps support, contacts can be displayed directly on the map. ProfitSystem calculates an optimized route for the day's planned customer visits with the push of a button. Agreed times and journey durations are taken into account in the planning. There are no long lead times required.

Flexibility on the go

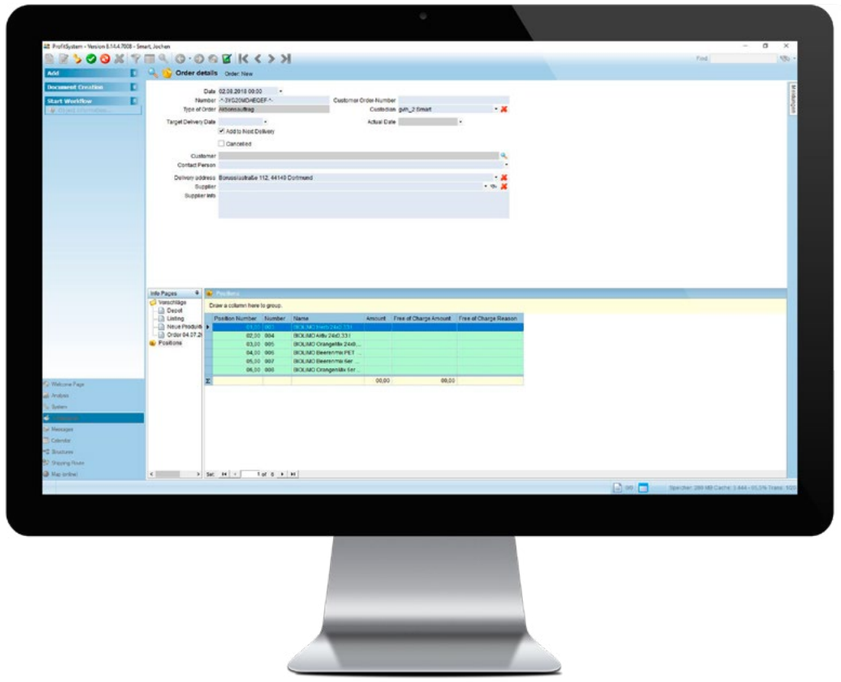
Even while driving, the route can be adapted spontaneously at any time by the user. For example, if a sales representative is not able to contact a customer, he can easily locate other customers in the vicinity and use them for a modified trip planning. The system-optimized, shorter journeys mean less costs and more time for the customer.

Direct Bing Maps connection
Bing Maps is Microsoft's online map service. The Bing Maps charts and other features can be used in ProfitSystem for route planning. Geocoding of customer locations and other destinations is not required—this is done automatically in ProfitSystem.

Clever simplification of order entry

Onsite order-registrations often leave the field representative to their own devices. The orders, some of which are still taken with paper and pencil, must be manually forwarded to the office staff for further processing. Such cumbersome work processes most often lead to loss of time and misunderstandings.

If sales representatives do not have the opportunity to inform themselves about the order status of older orders and the available remaining budget, giveaways are often “written out” without justification and a sense of the given values. As a result, high-priced freebies and advertising often fail ineffectively with the customer.



Actively support sales force

ProfitSystem enables the structured recording of onsite orders. Important information is not lost, but reliably forwarded. ProfitSystem supports the sales force with complete customer order history and individually created, suitable proposals. This way, your employees will not only record the customer’s order, but can actively and purposefully sell it.

Ensure fast processing

Subsequent processes such as approvals and authorizations can be mapped in ProfitSystem and triggered automatically. For example, an order will not be processed until approval has been granted. Exporting to the ERP system also eliminates manual post-registration in the office. Order confirmations can be generated automatically and sent by mail, fax or EDI. Since the current status of the order is visible at any time, the sales force can provide qualified feedback.

Quotas & budgets
ProfitSystem ensures transparency: with the module **Quotas & budgets,** the user sees his available budget and can thus keep track. If the budget has been exhausted, no further charges can be made. Previously required approval processes are eliminated; the processing is significantly accelerated overall.

Customize ProfitSystem

The best distribution software is one that can accurately map even unique processes in your home. As a rule, standard solutions cannot be adapted to the individual business processes of the company to the desired extent. And is an individualization technically possible, the lean result is usually out of proportion to the high price.

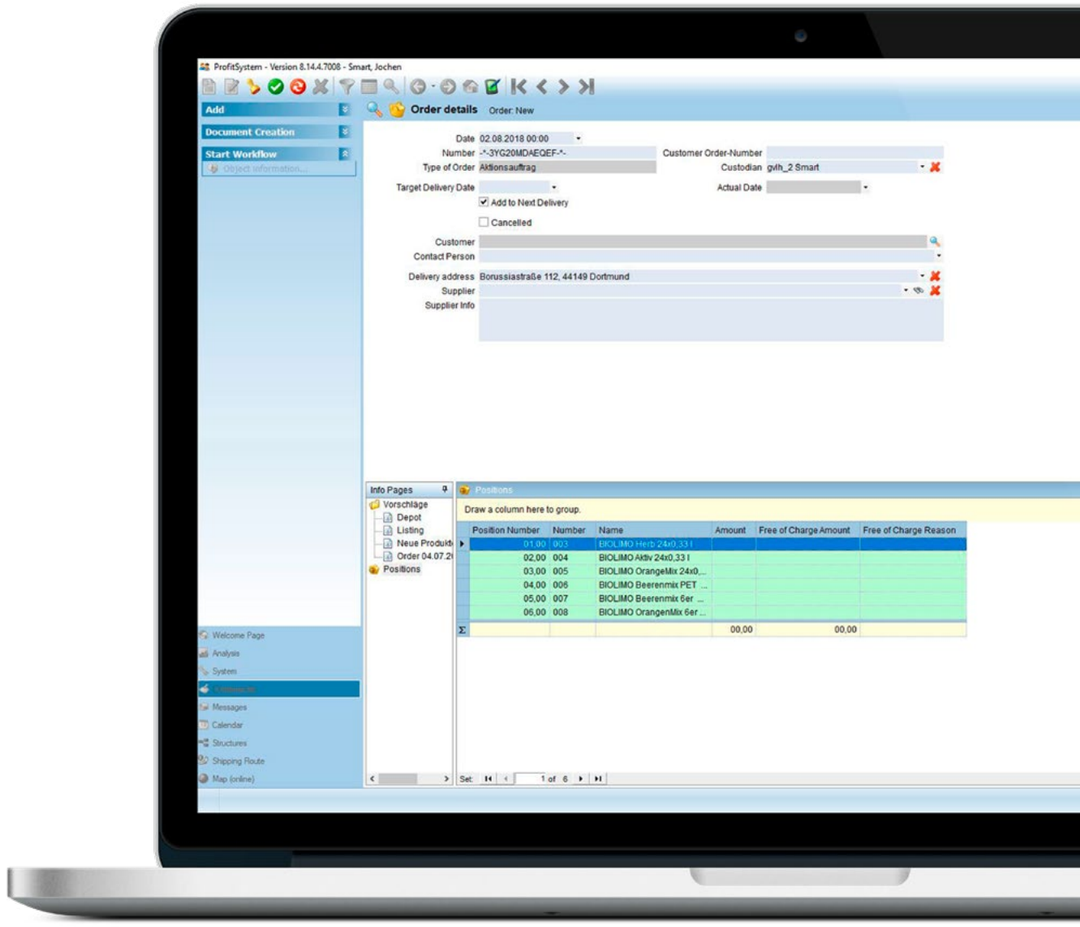
In addition, the updating capability of the product is either completely lost through customizing or the necessary adjustments again lead to expensive follow-up costs. For medium-sized companies in particular, a suitable and future-proof solution therefore often seems inaccessible.

Release capable despite individualization

ProfitSystem brings along a standard integrated test and development environment in addition to the productive environment. Adjustments to customizing or new program features can be tried out here safely. But above all, the fully integrated customizing functionality ensures that ProfitSystem is capable of being released despite an extremely high degree of customization and an update to a current program version is possible at any time.

The future-proof solution

As part of an update, the existing clients do not need to be manually updated or reinstalled. Even on field mobile devices, the installation of ProfitSystem updates is fully automatic and ongoing. So you stay productive. Since the functionality of the standard application is growing steadily, regular updates mean real added value for you.



Proven technology
The technical basis for ProfitSystem is the Microsoft .Net Framework. This technology is a standard system component of the Windows world. Thus, ProfitSystem stands on a well-proven, future-proof basis.

We attach great importance to your satisfaction with your product.

The close, partnership-based cooperation with our customers is a prerequisite for making the most of ProfitSystem's potential. So far, we have successfully completed more than 70 projects. Project Manager and Senior Consultant, Thomas Merchel, will be pleased to answer your questions about the introduction of ProfitSystem.

Why do customers choose ProfitSystem?
Companies make their decision for a system very conscientiously today. In extensive analyzes, they first determine the exact requirements, and the subsequent selection process is accompanied by management consultants. Among the many advantages which speak for ProfitSystem, it is primarily the high degree of coverage of the requirements and the extensive possibilities for customization. Other important plus points are our great experience, the short project duration, and last but not least, the superb price / performance ratio.

If the needs in the company only become apparent through special situations, for example if a sales representative leaves gaps in the sales area after leaving, the concrete problem-solving is, of course, in the foreground. The fact that ProfitSystem can solve many more internal problems, then arises later—but is still gladly used.

How does a typical project run?
In general, the introduction of ProfitSystem is divided into five phases. It starts with a comprehensive workshop. This serves to look closely at the customer's requirements and to propose solutions. We outline the way forward and set a binding timetable. We benefit from the wealth of experience gained from many projects.

It is important for us that we integrate all relevant areas and departments during the workshop in order to get to know the requirements accurately and to be able to offer corresponding solutions. Already in this early phase, the lively communication is a very important factor for a successful project.

This is followed by the rather unspectacular phase of the ProfitSystem basic installation and the connection of the ERP system. This technical process is largely in our hands and requires little support from the customer's IT.

Thomas Merchel, 43, has been a member of the ProfitSystem team for 20 years and has headed the introduction at over 20 customers. Privately he is the father of three. He has avid endurance as an athlete and is a marathon runner.

Then it continues with the customizing. This is where the standard CRM system becomes the customer's tailor-made sales instrument for all its specific processes. With a very sophisticated catalog of requirements, we can act as self-sufficient as possible, if the requirements are outlined, it will take a little more time to tune. In any case, at this stage it is essential to be close to the customer in order to make a precision landing.

Once ProfitSystem has been prepared, the pilot phase begins. Here, key users from all areas set up ProfitSystem under real conditions after extensive training. A well-assembled pilot group facilitates the subsequent roll-out immensely. For the pilot phase, we usually use six to eight weeks.

What is the purpose of the pilot phase?

The pilot phase is important for two things: On the one hand, it serves to fine-tune ProfitSystem. Many potential weaknesses can only be detected in real operation. On the other hand, it helps to anchor the knowledge about the functionality and use of the application among the key users, who later on are available to their colleagues as multipliers. Experience has shown that it is often easier for users to get help from a colleague than to contact the manufacturer.

What happens after the pilot phase?

The transition from the pilot phase to live operation is seamless. Of course, the end users are also meticulously trained—either by us or on their own initiative by the key users, who receive another special training ("train-the-trainer"). Although we carry out the training ourselves, the pilots, who are often able to explain the processes to their colleagues in a more vivid way, support us externally.

After the training, ProfitSystem life begins for all users. It often takes only a few days for all the handling to become routine. Of course we will stand ready should there be problems. We can also help directly on the user's computer with remote maintenance.

How long does the project runtime take?

Depending on the range of functions and the degree of customization, the introduction, from the workshop to productive operation, usually takes three to six months. We try to take over most of the tasks from the customer, which we are also able to manage very well by the experience gained. In some things, of course, we depend on close cooperation.

What is the success rate of your projects?

Nearly one hundred percent. We successfully complete all projects to our customer's satisfaction. Certainly, an occasional problem arises during the project period. The important thing is how these are handled. We maintain our focus on problem-solving. The reason why you can think about it in the second step—first of all, a solution has to be found, in open contact with the customer.

What is the secret of success?

As a marathon runner, I know that consistency is needed throughout the competition. So it is with the implementation of projects. It is not enough to start off with great talk at the beginning and then gradually relativize it during the implementation, so that in the end there is no air left over. Only with the proper self-assessment throughout the process can you reach the finish line! Perhaps this attitude is also a legacy of the Ruhrpott, in which we have been used to hard and honest work for generations and will not lose our down-to-earth nature even if successful.

Thorough training
Experienced trainers and / or specially trained colleagues support the introduction.

Service made in Germany
We do not just develop completely in German; our services are also based here in Germany.

Uncomplicated support
Instead of an anonymous call center, we rely on genuine, competent and achievable support.

Your benefits at a glance

Faster

ProfitSystem automates your processes and distributes new information to everyone involved at lightning speed—whether in the office or on the move.

Coordinated

Systematise your customer relationships, stream-line communication and enable productive collaboration without obstacles.

Informed

Your employees always have an overview of all relevant information and processes such as appointments, arrangements and budgets.

Profitable

Recognize potential and need for action at an early stage. Use your resources and employees purposefully and profitably.

Economical

Do not pay for unnecessary features. With Profit-System you get exactly the functionality you need.

Integrable

Thanks to its intelligent interfaces, ProfitSystem integrates seamlessly and with minimal effort into existing software environments.

Flexible

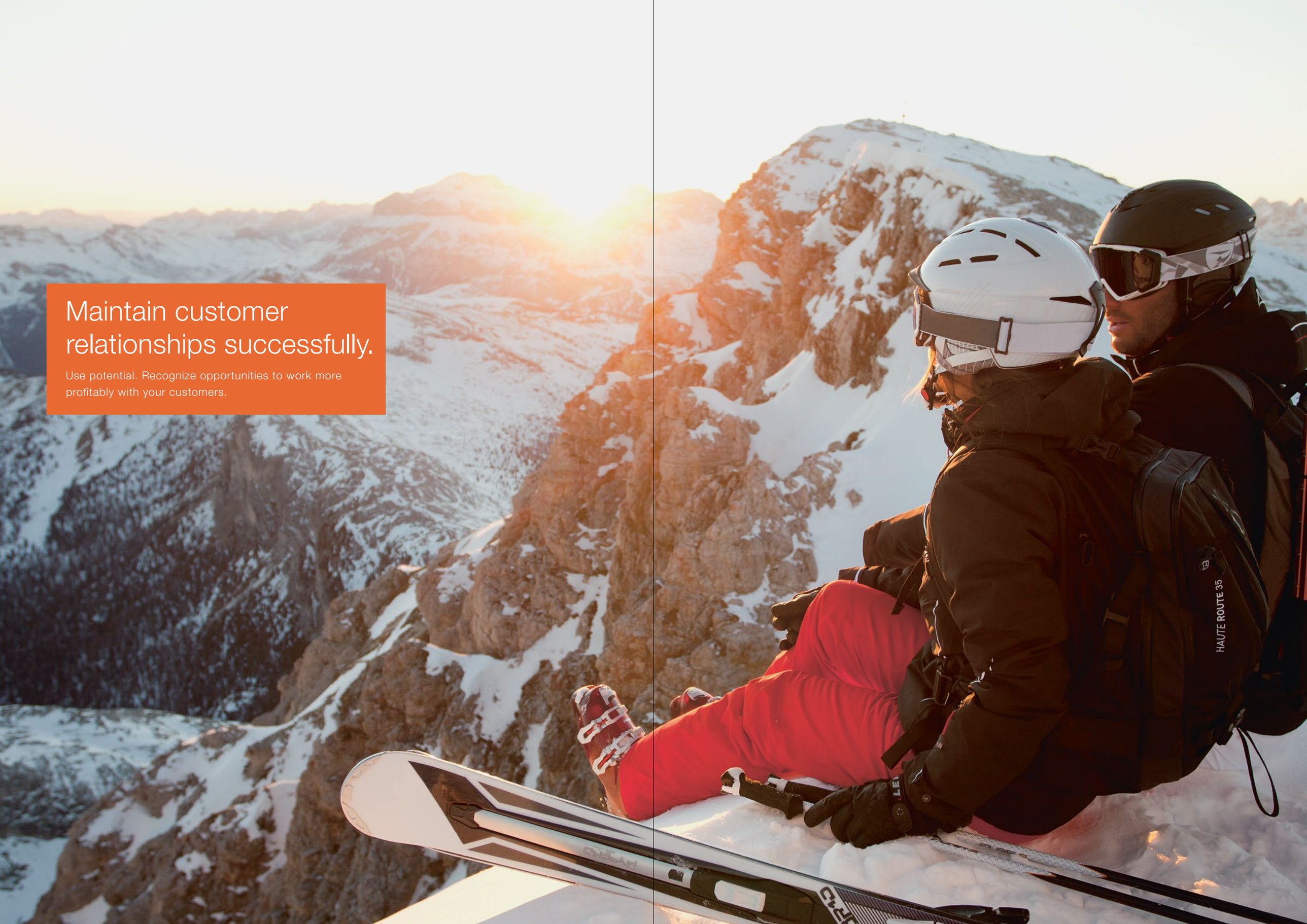
Whenever your requirements change, ProfitSystem takes these steps quite simply —and still remains updatable.

Secure

Thanks to SSL encryption and a comprehen-sive authorization concept, your data is always protected against unauthorized access.

Proven

For more than 25 years, ProfitSystem has been successfully used by well-known companies from various industries on a daily basis.



Maintain customer relationships successfully.

Use potential. Recognize opportunities to work more profitably with your customers.

ProfitSystem at Adelholzener:
Well positioned for the long term

Adelholzener Alpenquellen GmbH, one of the most successful mineral springs in Germany, belongs to our circle of customers. The brands Adelholzener and ACTIVE O2 offer mineral water, healing waters, spritzers and low-calorie soft drinks. ACTIVE O2 is the national market leader in the segment of "water with flavor" in the on-the-go market and is distributed worldwide in more than 30 countries.

Adelholzener Alpenquellen belong to the "Congregation of the Charitable Sisters of St. Vincent of Paul". With the proceeds of the company—after investing to preserve long-term jobs—the religious community finances its social projects. Among other things, the Sisters of Mercy also run hospitals and retirement homes.

In 2009, the growing importance of the market and increasingly complex sales tasks made it necessary to replace the existing CRM system. According to Nejat Dogramaci, IT Manager at Adelholzener, Sales Manager Michael Hagl and Christoph Chaloupka, Sales Controlling, the successor system should be able to comprehensively depict sales and its processes and thus optimize them. The future-proofing of the new solution also played a major role for the customer. Adelholzener found all of these properties optimally combined in ProfitSystem.

Swift introduction

"First, the introduction took place in a pilot group, already with the full range of functions. The successful test phase was followed by the extension to the entire sales department. Overall, the introduction took only about six months," says Till Becker, responsible project manager at merkarion. The existing data from the detached legacy system was not lost, but was carefully transferred to ProfitSystem.

At Adelholzener, ProfitSystem supports order-entry and administration through exterior and interior service. From on-site order acceptance and commissioning through specialist wholesalers to billing control and feedback management, the entire process is now organized in a comprehensive, efficient and clear manner. Thanks to the fax connection, the simple processing of orders is also possible without any problems. Features include managing budgets, listings, and sales and revenue data. Appointments are documented by ProfitSystem in the same central and transparent way as advertising material, giveaways, travel expenses and travel books.

Seamlessly integrated

Seamless integration into the entire BI complex is ensured by the Lotus Notes connection and an export interface to CubeWare, which particularly benefits sales controlling in the preparation of analyzes and evaluations. The likewise integrated GEDAT connection simplifies the data exchange between Adelholzener and beverage wholesalers.

As mentioned earlier, future security was a basic requirement of the company. The fact that ProfitSystem fulfills this requirement to their full satisfaction is shown by the fact that Adelholzener is already planning to upgrade to the current version.

ProfitSystem at BABOR:
In use at a cosmetics pioneer

BABOR is our first customer in the cosmetics sector and a veritable heavyweight. The traditional family business is the German number 1 in the field of professional luxury skin care and operates with more than 400 employees in over 70 countries. BABOR continues to develop and produce its high-quality products in Aachen. The distribution of BABOR products is mainly a B2B business. Perfumeries, beauty schools, pharmacies, clinics and doctors are just as much a part of the clientele as carefully selected cosmetic institutes and the licensed BABOR Beauty Spas.

BABOR would like to offer its customers individual offers with concrete prices on site. A large number of promotional offers and other complex factors affecting pricing make the creation of such offers a challenge. The CRM system which had so far been used was not able to meet the high requirements satisfactorily and was non-tenable—given the fact that a share of one-third of the turnover accounted for only by promotional conditions.

Order management smoothed out

In order to simplify the highly complex order processing, to reduce the error rate of input and to support the sales force more efficiently, we developed a specially adapted ProfitSystem version called QUEEN (for “quality, turnover, efficiency, success, sustainability”) for BABOR. The successive launch began in September 2014. QUEEN is responsible for the meaningful merging of all relevant information, reliably calculates prices and automatically indicates incorrect information provided by the user. Since BABOR is represented worldwide, the multilingualism of the system was one of the basic requirements. QUEEN will initially be available in German and Dutch in the first phase—with the option of further language editions. Almost 100 users currently use the system, more than half of them with decentralized licenses.

In cooperation with the IT department of BABOR under the direction of Dr. med. Christoph Ludwig, we created a close integration of QUEEN and the ERP system CSB. The interfaces and processes created with in-depth knowledge of the system enable the seamless transfer and easy exchange of data between the two systems. The annoying and time-consuming intermediate step of order control and clearance by the administrative staff is therefore a thing of the past.

More efficient sales force

QUEEN increases the efficiency of field workflows, such as audits during annual meetings. So far, these had been done with forms. The data then had to be manually transferred to the system before it could go to the evaluation. With ProfitSystem / QUEEN, the consultants now work directly in the system and can compare results immediately and easily. In addition to the traditional field service, BABOR employs regional trainers whose tasks include the care of customers through trainings and seminars. The seminar management will, in future, be managed by ProfitSystem / QUEEN—as well as numerous other aspects of sales activities. This is made possible by the modular structure of the system. “Thanks to this great flexibility, we are convinced that we have made the right choice with with ProfitSystem / QUEEN, the consultants now work directly in the system and can compare results immediately and easily.” says Dr. Christoph Ludwig, Director of IT at BABOR.

Einbecker Brauhaus: Leaders in the beverage industry

Einbecker Brauhaus AG can look back on a long tradition. In Southern Lower Saxony, where Bock beer originated, the Einbecker beer has been brewed since the Middle Ages. According to tradition, the top-fermented beer specialty had a lasting impression on Martin Luther already at that time. The current stock corporation also includes the brands of the BrauManufaktur Härke and the Kasseler Martini brewery.

Since the CRM system previously used at Einbecker no longer met the requirements, a decision was made to change to ProfitSystem in autumn 2014. A central system was required, which could be used by all clients of the corporate group (i.e. Einbecker, Härke and Martini) and was suitable both for the administration of customers from the trade as well as for those from the catering trade. In addition, the close connection to the ERP “Microsoft Navision” should be guaranteed. After a more detailed needs analysis and the corresponding adjustment of ProfitSystem, the introduction at the Einbecker Brauhaus was swift. The merkarion team headed by Christian Surek only needed four months for the phase from conception to the productive start of operations. In the first “Step”, a total of 27 users were equipped with ProfitSystem — 18 of them work in the field. All users received thorough training in handling and operation from our trainers.

Evaluate indirect sales directly

An important factor for the beverage industry is indirect sales. So far, the indirect sales data on pendulum lists from beverage wholesalers have been demanded from Einbecker, imported into Navision, from there forwarded to ProfitSystem and finally presented here. The company has been affiliated to GEDAT since September 2014, so that the detailed information on indirect sales is now automatically passed on to Einbecker by the GFGH. Using the GEDAT manufacturer module in ProfitSystem, the data can then be evaluated immediately. This new solution means a significant increase in efficiency, as the data collection effort has been reduced and the field service can concentrate on more productive tasks in the future. In addition, as waiting times are significantly reduced, Einbecker is now in a position to react faster to changes in the market.

The connection of ProfitSystem to Bing Maps enables the Einbecker sales force to flexibly optimize daily routes. The result: employees spend less time in the car, drive shorter distances and thus have more time for their customers.

Further time and resource savings resulted from order entry. This has been optimized and mapped including the entire approval process and automatic shipping in ProfitSystem. As a result, Einbecker no longer has “paper orders” — which is certainly not just welcome for ecological reasons.

An old friend

The decision to implement ProfitSystem was made by the former sales director at Einbecker. His successor, Mr. Martin Deutsch, already knew ProfitSystem from his former employer — a pleasing circumstance which, given the market penetration of ProfitSystem, was of no surprise, especially in the beverage industry.

Zeelandia and ProfitSystem: Successful in the baking industry

Even beyond the beverage industry, ProfitSystem is capable of great things. This can be proven by the commitment of Zeelandia GmbH & Co. KG in Frankfurt am Main. As a leading developer and manufacturer of baking agents and baking ingredients, the company is proud of its comprehensive customer service. All sales representatives are experienced specialists themselves and advise more than 1,000 baking companies from industry and trade every day. The large product range is supplemented by customized individual solutions and suitable marketing concepts.

In order to be able to restructure and thus optimize sales, Zeelandia was looking for an application that could precisely map all business processes. In order to obtain an exact requirement profile, an external consultant first prepared a comprehensive analysis of the processes and workflows. Only then did the actual search for the optimal solution begin—and this was found in ProfitSystem.

The flexible solution for complex processes

"Many work processes are similar to those of the beverage industry, so that large parts of the required functions already existed in the standard modules", explains Zeelandia's project manager Thomas Merchel, senior consultant at merkarion. "And thanks to the extensive possibilities for customizing ProfitSystem, we were able to close the remaining gaps for analysis easily and completely." Important processes such as the coordination and organization of specialist consultant assignments, price inquiries to headquarters and expense management can be easily understood and handled in ProfitSystem. Diverse possibilities for the administration of customers, contact persons, orders and appointments facilitate the field service as well as the internal service daily the work.

Organizing order entry from acceptance to final feedback was a complex task. It was necessary to systematize a multitude of different processes and order types. "Since there are also many different items, the use is now made easier by the fact that ProfitSystem proposes certain products that are particularly suitable for the respective customer", Thomas Merchel describes a specific feature in concrete terms. "Then the orders are sent to the Customer Service, who schedules them, for example, by mail or fax." The responsible employee is kept informed about further processing and the current status of the order.

Continuous system optimization

The introduction of ProfitSystem was gradual at Zeelandia. After a pilot group first tested with a subset of the processes, the other workflows were thoroughly reviewed before the system was finally fully implemented at all sites. Overall, this process took about 18 months. But this was not the end of merkarion's mission. In close cooperation with our customer, the processes continue to be continuously adapted and optimized.

Set on future-proof technology.

ProfitSystem works seamlessly with existing software environments. Now and in the future.

Technical framework

Thanks to its many interfaces, ProfitSystem integrates perfectly into existing application environments on numerous platforms and devices. Here you will find information about basic technical requirements and the most important functions and modules.

Edition: 4th quarter 2018
Current data: www.profit-system.de/en

Client-System

	Minimum	Recommended	Platforms
Microsoft Windows	Windows 7 Intel Core (or comparable) 2 GB Main memory 50 GB Memory	Windows 10 Intel i5 (or comparable) 4 GB Main memory 50 GB Memory	Desktop Notebook Tablet Smartphone
Google Android	Version 5.0 (Lollipop) Dual Core ab 1.5 GHz 1 GB Main memory 3 GB Memory	Version 8 (Oreo) Quad Core 1.8 GHz 3 GB Main memory 3 GB Memory	Tablet Smartphone
Apple iOS	Version 11 iPhone 6 / 6s iPad (4th generation)	iPhone 8	Tablet Smartphone
Terminal Server	Microsoft, Citrix		
Network	TCP/IP over LAN, WLAN, UMTS, VPN-access over internet fully SSL-encrypted		

Server-System

	ProfitSystem	ProfitSystem and Database	Branch server	Proxy / DMZ-Server
Tasks	Central functions the ProfitSystem-Installation Data exchange System integration	Central functions of the ProfitSystem-Installation Data exchange System integration Database server	Parts of the Central functions Data exchange with the central Server Database server	Access to the ProfitSystem-Installation over a DMZ-Server
Operating system	Microsoft Windows Server as of 2008	Microsoft Windows Server as of 2008	Microsoft Windows Server as of 2008	Microsoft Windows Server as of 2008
Processor	Intel Xeon 4 cores or comparable	Intel Xeon 8 cores or comparable	Intel Xeon 4cores or comparable	Intel Xeon or comparable
Main memory	4 GB	16 GB	8 GB	2 GB
Memory	200 GB	300 GB	100 GB	5 GB
Virtualised	yes	yes	yes	yes

Server equipment depending on the number of users and scope of use

Database-Systems

Microsoft SQLServer as of 2008

PostgreSQL from version 9.3 (also available as integrated data platform)

Oracle from 10

Offline mode is possible with a decentralized database + data exchange system.

Application integration

ERP interfaces
ProfitSystem can in principle be connected to any ERP—frequently in demand. a. SAP, INTEGRA, OSBrau, OSDrinks, drink.3000, DOGAS/400, Navision, BSI, CSB, Branchware, L5000 and iScala.

Further connections
EDI, CTI (TAPI on Server and/or Client), mail (SMTP, MAPI), fax (Interfax, ferrariFax), Microsoft Exchange/Exchange Online, Microsoft Office 365, Lotus Domino, GEDAT, GetPort, Document archives (Easy Archive etc.).

Data Protection

Protecting your data from unauthorized access is a high priority for us. Therefore, all data remains in your company at all times. In addition, guaranteed ProfitSystem renders high data security through:

- **Completely SSL encrypted data transfers between ProfitSystem clients and servers**
- **The option to use your own certificates**
- **Support for two-way authentication with client certificates for communication over the Internet**
- **The use of databases that encrypt support data and transmission paths**
- **The option to run ProfitSystem completely or as a proxy in a DMZ**
- **A finely granular authorization concept for targeted access control for all data and users**

Features and modules

Global Functions

Multilingualism
ProfitSystem can be operated completely multilingual. In addition to the standard languages German and English, other languages can be adapted and expanded as desired. Even different currencies are no problem for ProfitSystem.

Bulletin board
Documents can be made visible to all users or specific user groups on the home page. Well suited for price lists, terms and conditions, certificates, forms etc.

Folder
Different customers can be put together in folder and used for evaluations, route planning and other functions.

Documents
Documents can be linked to customers, orders, articles and other business objects and made available to users. Mobile users can also access documents offline.

Individual reporting
(Reports, Document Export, Excel Exports)
The report designer can be used to create individual reports. Document export allows the reuse of generated reports in word processing.

Authorization model
Access rights can be assigned up to field and functional level. Authorizations can be adapted exactly to the corporate structure by means of a job and role tree.

Multi-tenancy
ProfitSystem can be partitioned according to clients, workgroups and organizational units.

Master Data

Items
The article master can be mapped including all desired data from the linked ERP system as well as additional information (e.g. product images, product profile).

Customer
The customer base from the ERP system can be managed to other relevant customers and interested parties can be expanded and supplemented with any further information.

Persons and contacts
Customers can be assigned contact persons. Contacts can be added any additional information (company function, birthday, hobbies, mailing participation, etc.). A synchronization with Exchange is possible.

Customer structure
The structures of a processed market can be represented at any depth. Several different structures can be mapped simultaneously.

Information and Evaluation

Home and Sales Cockpit
Relevant current information is displayed clearly. The cockpit lists current tasks, key figures, upcoming appointments and central information.

KPI
Company-wide data can be condensed into meaningful ratios that provide insight into actual performance in the organization.

Message center
Here employees will find messages from colleagues, workflows, started captures, tasks and much more information about all the processes in which they are involved.

Data analysis and evaluations
The powerful pivot function allows data to be evaluated. These can be displayed in reports and charts. The standard functions include date / target / actual evaluation, order overview, appointment overview, listing analysis and paragraph evaluation.

Data representation in maps
Customers can be presented in a map according to individually defined criteria.

Planning and Control

Schedule and calendar
The calendar, which is integrated in ProfitSystem, organizes visits and other activities, provides an overview of visitor reporting and supports regular scheduling, taking into account freely definable factors. A synchronization with Exchange is possible.

Sales planning
The top-down or bottom-up planning of the sales figures is significantly supported by the integration of actual numbers and seasonal curves.

Task Scheduler
ProfitSystem enables the detailed planning of sales activities such as actions, insertions, secondary placements or audits for specific customer or employee groups.

Quotas and budgets
Quotas or budgets can be distributed to employees in a targeted manner. This means that sales resources are used sustainably, profitably and planned.

Routing
The visit planning can be shown in the map. Order and organization of the visiting activity can be optimized automatically or manually.

Prospects
To illustrate potential prospects for new and existing customers, all related data and processes are stored and documented. The sales opportunities are constantly being adjusted so that a subsequent evaluation is possible and the degree of implementation becomes apparent.

Processes and Feedback

Listing check, store checks
The product distributions in the market can be checked, out-of-stock situations can be identified and price developments of the assortment can be evaluated.

Order entry
Sales employees enter orders directly at the POS and are supported by individually created suggestions.

Workflows
Decision-making processes in sales can be structured, automated and accelerated by defined workflows.

Audits
Using individually designed, evaluable questionnaires, employees can evaluate the situation in the POS.

Visit reports
The results of customer visits can be recorded in structured visit reports and thus evaluated globally.

Travel costs and expenses
Captures travel expenses and expenses can be assigned to customer visits and settled in specified periods. Legal lump sums are taken directly into account.

Logbook
Mileage and trips of the corporate fleet can be clearly recorded. In conjunction with the visitor report system results in an audit-proof logbook for the tax authorities.
Note: The recognition is the responsibility of the respective tax.

Beverage Industry

GEDAT indirect paragraphs
The combination of ProfitSystem with the GEDAT manufacturer module automates the demand-driven import of indirect sales data.

Import of wholesaler sales messages (Pendulum lists)
The reported indirect sales can be assigned to customers and the data subsequently made available to the responsible employees.

GetPort connection
Orders can be sent electronically to the specialist wholesaler via GetPort.

Strong partner at your side.

With the experience and knowledge of more than 70 successfully completed projects, we can bring you reliably to your destination.

Over 25 years of experience in the development of individual sales information systems have taught us: Every customer is unique.

As a longtime partner of medium-sized companies, we at merkarion know the basic requirements for successful sales software. But we are also aware that every company has individual needs and processes that want to be reproduced in detail. Together with our customers, we have therefore developed a comprehensive, flexible yet cost-effective software solution for everyday sales: ProfitSystem.

Managing directors Peter Adler, Stefan Welz, Thomas Engels (left to right)

merkarion brings your company to higher sales, optimized costs and higher customer satisfaction

At merkarion, not only qualified computer scientists and software developers but also experienced sales professionals focus their expert knowledge. This Is how we ensure that ProfitSystem offers our customers tangible and practical support.

Versatile networked

As part of the SMF group, we are constantly expanding our know-how by leveraging synergies within the group. Strategic partnerships connect us with a large number of other companies in the industry. The continuous mutual exchange not only contributes to the continuous development of ProfitSystem, but also guarantees the optimal connection to existing software environments.

ProfitSystem also helps your sales become more efficient

Would you like more detailed information? Or would you like to experience ProfitSystem in action? We would be delighted to present you our product personally—at your site or in our headquarters in Dortmund.

Contact us:
merkarion GmbH
T +49-231-16779-0
F +49-231-16779-100
info@profit-system.de
www.profit-system.de/en

merkarion GmbH
Robert-Schuman-Straße 10
44263 Dortmund
T +49-231-16779-0
F +49-231-16779-100
info@profit-system.de
www.profit-system.de/en

Credits: Cover, P. 1–7, 28, 38, 46: uliwiesmeier.com | P. 36: RossHelen / shutterstock.com | P. 22, 24, 49: Snježana Welz
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