

Cilio Overview

Manufacturers

TRANSFORMING ORDER DISTRIBUTION AND MANAGEMENT TO ADD FLEXIBILITY AND INSIGHT, BUILD SALES CHANNELS, AND GAIN CONTROL OF YOUR DEALER NETWORK

More insight and control over trading partner networks

Cilio offers the most automated, information-rich, and customizable solution for logging and tracking orders and building dealer networks. Whether you need to integrate seamlessly with the retail process, understand and control channel performance, or build your sales channel, Cilio can help.

You can gain more insight into and control over your order distribution and trading partner network with the Cilio Partners Portal. Capture orders electronically via a single, consistent process and distribute them automatically through your partner network. Combine that with a targeted incentives program and email marketing capabilities, and you have a powerful platform to:

- Automate order distribution and provide visibility into complex order management workflows, including material orders against sales, rebates, and warranty
- Build and manage trading partner networks
- Increase sales and encourage brand loyalty through dealer incentives
- Introduce new sales channels quickly and seamlessly
- Generate additional revenue on every order placed

A flexible, automated solution for logging and tracking orders

The Cilio Partners Portal gives you a web-based order logging and tracking system where you and all your partners can capture and track orders and view transaction workflow in the same environment. You and your partners get visibility into each and every order from creation through completion. It transforms an otherwise cumbersome paper-based, time-intensive, and manual process so you can improve communications, enhance customer service, and streamline invoicing and purchasing processes.

Improved insight through reporting and analytics

With the Cilio Partners Portal, you retain a complete history of orders. This rich data source allows you to monitor and measure performance of partners, products, and campaigns. Our automated, self-service custom reporting feature allows you to choose the data elements you want to examine and build your own reports to get greater insight across sales channels. You also get a set of standard reports such as:

- Order status
- Product reports
- Fabricator sales and performance
- Vendor performance
- Order aging
- Product order analysis

You need to grow sales and increase revenues. But sales are largely reliant on a network of distributors and dealers, over which you may have little control. Which are your most active or productive dealers? What is the return on your investments with individual retailers or distributors? How have particular dealers responded to your campaigns? Which campaigns are the most successful?

These questions can be difficult to answer. The process of distributing and managing orders throughout the network of distributors, dealers, fabricators, and installers is often manual and paper-based. Order information may be scattered across any point of this supply chain, leaving you with little visibility into order status or performance of partners, marketing campaigns, and promotions.



Building dealer networks with targeted incentive programs

Give your dealers and distributors the added incentive they need to sell more of your products. The Cilio incentives program is a web-based application that helps you incentivize and reward your partners for sales performance. Fully integrated with the Partners Portal, it offers a direct link to your sales system to provide up-to-the-minute data about individual sales and points earned. Rewards include high-quality merchandise at a variety of price points as well as travel.

Looking to grow your dealer base, build brand loyalty, or simply increase sales over a particular period of time? Totally flexible and easy to use, this application allows you to design daily, weekly, or monthly specials to help meet your sales goals.

Faster tracking of price requests and approvals

Reduce the time it takes to get special pricing approvals – from days to hours. The Cilio Partners Portal automatically routes special pricing requests to the appropriate managers in your organization. They can receive and approve requests immediately from their PC or mobile device. You no longer have to make multiple phone calls and wait for responses to know the status of a price request. And when the automated pricing request is approved, the Cilio Partners Portal remembers it. When the material order comes through, the approved price is automatically associated with the order.

Email marketing through Constant Contact®

Use email marketing to stay connected with your partners and customers and nurture new business leads. The Cilio Partners Portal comes with an interface to Constant Contact®, a web-based email marketing tool that allows you to design and manage email marketing campaigns and track performance metrics. By integrating Cilio Partners Portal and Constant Contact, you get a fast and simple method of staying connected with your target audiences and a single interface for managing contact information across order management and promotions.

Bringing it all together with Cilio consulting services

Get the most out of your trading partner network. Cilio consulting services help you develop strategies and programs for building and expanding your network to increase sales and brand loyalty. With specialized knowledge and experience in manufacturing, retail, assembly, installation, and financial controls, we can help you identify and understand your active network of partners. Armed with this insight, you can more quickly and easily work with your partners to open new sales channels and expand sales opportunities.

Benefits

Increase sales:

- Build and expand your dealer network
- Easily expand into new sales channels
- Measure effectiveness of campaigns and promotions
- Create successful promotions and incentives

Generate insight to manage market segments:

- Use analytics to measure quality and performance
- Incentivize and reward behaviors

Improve financial controls:

- Interface with ERP systems for accounting control
- Modify pricing rules through self-service access
- Maintain accurate pricing
- Manage rebates electronically

Integrate seamlessly into retail process:

- Integrate material purchases with sales orders
- Get electronic copies of critical documents
- Retain audit trail of the order for complete transparency
- Improve communications among all the partners

For more information, email sales@ciliotech.com or call 262-320-0480.

