



## Valogix Partner: BTM Solutions

### Partner of the Quarter Cinches Two Deals By Leading with VALOGIX

How does BTM Solutions, Valogix North American Partner of the Quarter for 2009 close a deal? “Lead with Valogix and include ERP as the add-on,” shares Tim Beckett, President of BTM Solutions. “When I visit a prospect, I determine what the real problem is and for many of our clients, it’s inventory. Every other company coming in is showing them how to solve all their problems except the one they have—reducing inventory and automating inventory processes. Valogix is the differentiator that makes my offering stand out. Once they see how much money they’ll save by not only cost avoidance but in real dollars gained by eliminating dead and aging inventory, the ERP becomes the add on sale.”

Because the majority of BTM’s clients stock inventory, Tim knew that marketing an inventory planning and optimization solution to his client base would be a success. By taking advantage of the turn-key, no-cost marketing programs offered through the Valogix Sales Club, BTM was able to quickly kick off their campaign. Email invitations were sent, prospects were contacted and a webinar with Q&A was hosted by Bill Connors, Channel Manager for Valogix.

During the presentation, two clients immediately identified how their companies could start reducing inventory and cutting costs—now and in the future. Within weeks, they not only purchased VALOGIX Inventory Planner, but also upgraded to the next version of their ERP software. Tim notes, “Without Valogix, my clients would not have had a reason to upgrade so quickly. They saw such tremendous value in VALOGIX, not only in soft costs like delayed future purchases or productivity increases but in real dollars with the identification of stock they could sell off or return for cash, upgrading their ERP was a simple decision to make. Both of my clients identified over \$200,000 in excess stock and after selling off unnecessary inventory, they were able to use the additional cash flow to invest in their businesses.”

*“Valogix is the differentiator that makes my offering stand out. Once they (the prospect) see how much money they’ll save by not only cost avoidance but real dollars by eliminating dead and aging inventory, the ERP becomes the add on sale. And the first year savings are enough to pay for the entire solution set.”*

Tim Beckett  
BTM Solutions

#### Benefits to BTM Solutions

- Leverage The Sales Club benefits to implement and run campaign at no cost
- Valogix Channel Manager demonstrated immediate value to clients
- Additional sales and services revenue for Valogix implementation and ERP upgrade

#### Benefits to Customer

- Fast implementation means quicker ROI
- Real dollar identification enables cash infusion
- Streamlined inventory processes increase long term productivity

