



# TECHNOLOGY TRENDS

## Leverage Web Technology to ‘Sell Less of More’

This past year, our BigIdeas user conference was delighted to welcome Chris Anderson as our keynote speaker. His book *The Long Tail-Why the Future of Business is Selling Less of More*, continues to receive substantial press and he continues to gather significant media coverage. His messages provide compelling arguments for the need to adopt new technology to better manage your sales process. Plus the book is a great airplane read, fairly short, with several references to the rapid demise of N’Sync—the poster children of the 1990’s boyband genre (the demise of which could not have happened fast enough).

Here are 4 evolutionary trends which may greatly impact your businesses, based on the growing popularity of web technologies, Web 2.0 social networking groups such as YouTube, and the The Long Trail messages:

- 1. Increasing speed of information flow and inter-networking** - your customers are surfing the web every day looking for options, and they are increasingly connected to everyone else within and influencing your industry.
- 2. Globalization and falling distribution costs**- whether you make music, provide web hosting, or manufacture diesel engines, distribution costs are falling and the costs to raise awareness for new products are dropping.
- 3. The rise of niche competitors and the proliferation of choice** - unit sales of the top 10 products in your industry today will be greater than sales of the top 10 products in the same industry 5 years from

now. New competitors and substitute products are coming from everywhere, and the market will discover them fast. You’ll need a broader array of new products tailored to niche markets to continue to capture the sales of your current hits.

**4. Risk of information overload and the need for targeted filters** - this affects both consumers faced with increasing choice, and producers selling an increasing variety of products. Sellers need technology to quickly sift through a bigger product portfolio aiming at the unique requirements of more targeted niche customers.



Competitive producers will need to support a growing portfolio of products and services. Sales teams will need to work faster and more efficiently than ever before to quickly sift thru their expanded portfolio and

target more niche customers. Any delay in responding to these requests will result in faster flight to your competitors than you may experience today.

So what to do to prepare for the trends above? Integrate your sales, customer management, and fulfillment systems using the very web technology that your customers are using. Capture the tribal knowledge of your best sales people and your product experts and embed this into tools available to your entire team. Arm your organization and your sales teams with the technology they need to quickly sift thru their customer’s requirements and target their needs with the right offering. And make these systems available 24/7, over the web, anywhere in the world.

*Gordal Alal*  
Co-Founder & CEO

## New Product Release: LFE 7.1

Released in December 2006, LFE 7.1 confirms continued progress on our vision to provide our customers an *Easy to Implement, Easy to Maintain* on-demand solution for streamlining complex-selling processes from inquiry-to-order. New features for BigMachines' customers include, but are not limited to:

### Flexible Home Page Setup and Maintenance

- New, Rich Default Home Page Template: Enables quicker setup of your home page catalog with full ability to customize your UI, plus less scripting with auto-generated configuration punch-ins.

- User Access by Catalog Tabs: Ability to restrict user group access by catalog tab-where applicable, you can now restrict user access to product families within their scope of responsibility.

### Easy, Fast Configuration Set-up and Maintenance:

- Recommended Item Enhancements: You'll now be able to distinguish between "mandatory" and "recommended" items, and view the sum of your Recommended Items prices.

- Advanced Comment Options: Make your recommendation, constraint, and pricing rules even more descriptive to aid your users.

- Fire Rules for Attributes in Flows: Enable quicker rule setup and maintenance.

- Provide options for constrained menu values: user experience more intuitive by removing constrained values from menus.

### Commerce Process and Proposal Improvements

- Pre-Defined Searches: Ability to create pre-defined searches on the transaction manager search popup.

- Commerce Attribute Enhancements: Ability to distinguish between Mandatory, Recommended, and Recommended Only items in Commerce and Favorites.

- Sub-Line Item Enhancements: Configure products faster by maintaining quantities of sub-line items before and after reconfiguring.

### Additional Web Service APIs

- Print & Attach: Combine additional external documents into proposals from your desktop.

- Update Line Items: More options to access BigMachines from other applications such as Salesforce.com CRM or Siebel On-Demand.

### Enhanced Security and Easier User Administration

- Improved Password Management: Many additional optional settings including strong passwords, automatic password expiration, and automatic locking of account. Includes automated self-help "forgot password" feature.

- Additional SuperUser Features: Improved ability to re-set passwords for external partner companies through proxy login. Host company superuser can also now create partner organization users.

## BigMachines in the News



Industrial Pump Manufacturer Colfax to Automate Sales Processes with BigMachines Lean Front-End® (LFE)



Bandwidth.com Deploys BigMachines Lean Front-End® to Streamline Quote and Configuration Processes



AMICAS, a Leader in Medical Imaging, Selects BigMachines Lean Front-End to Streamline Quote and Configuration Processes



NTT America Selects BigMachines Lean Front-End.



Emerson EGS Selects BigMachines Lean Front-End to Streamline Configuration Processes

## Upcoming Events

**LFE Administration Training**  
February 26 - March 2, 2007  
BigMachines Training Center  
Deerfield, IL

**BigIdeas 2007**  
October 7 - 9, 2007  
Hard Rock Hotel  
Chicago, IL  
More Details Coming Soon!

## New Partners



## BigIdeas 2006 Highlights

The number of companies represented and participants increased 50% from 2005. Our mix of company executives, IT leaders, and product and marketing managers continues to grow every year.

To those who attended, a sincere thank you-- its our customers who make the event valuable. To those who couldn't attend, hope to see you next year! Here were the highlights:

### Extensive Agenda

- BigMachines company update, product roadmap, and customer service presentations
- Keynote speaker: *The Long Tail* from Chris Anderson, editor-in-chief of Wired Magazine and NYTimes bestselling author
- CRM trends from Gene Alvarez, Gartner Group featured research VP
- CRM Integration Success Story, featuring sponsor Salesforce.com and Teradyne
- Detailed best practice sessions, with different tracks targeting business/management sponsors and technical experts- including an integration session with sponsor Cast Iron Systems.
- Quarterly Meeting of the BigMachines Customer Advisory Board
- Dinner cruise on the San Francisco Bay, Golf outing, and Oakland As game



### Customer Panel

Feedback from the attendees indicated the Customer Panel as the highlight of the conference. The panelists represented a diversified mix of high tech, medical, and industrial leaders, facilitated by sponsor eLogic Group:

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|---------------------|-----------------------|
| • Thermo Electron   | • SPX Corporation     |
| • Quincy Compressor | • ShoreTel            |
| • Conair Group      | • Tuthill Corporation |

And finally thank you to our sponsors, who's support and participation increased the networking and educational

value of the event-- and without whom the activities above would not have been possible: *Salesforce.com, eLogic Group, Cast Iron Systems, Manufacturing Business Technology, and Supply & Demand Chain Executive.*

### Attendee comments included:

"I had a great time, and I would definitely like to come back next year. Great job!"

"Very professional forum. Enjoyed the customer panel and found it very helpful."

"I enjoyed the conference. I like your management team's style and honesty. Your team is what keeps me sold on the product. The credentials are very impressive and the pleasantness and friendliness of the Big Machines team is refreshing. Keep up the great work."

"Participating in the user panels was very enlightening- very valuable

to sit with my peer groups and discuss our challenges and successes."

"It's amazing how much other companies are doing the same thing we are doing. Its really nice to see the diversity and the way others are using BigMachines all the way through CRM integration"

"The entire conference was very professional and the attendees got their monies worth."

Be sure to plan to bring a team to BigIdeas 2007, coming October 7-9 in Chicago, IL! Contact your Sales Representative or Engagement Manager for more details.



**Director of Marketing**