



**One of the world's largest technology equipment distributors implements a world-class Inventory Marketing Support System with ASEC International filling in the blanks...**

## **Our Client**

One of the world's largest distributors of technology equipment with over \$25 billion in yearly sales. Represents over 3,000 manufacturers' products and over 250,000 SKUs. Over 1,000 telesales agents and over 200 technical support experts sell and support this distributor's products.

## **The Challenge**

Our client needed to make its manufacturers' product information available on a real-time basis to its sales and technical forces teams. For these teams, access to technical specifications and marketing messages for all products in inventory can mean the difference between making a sale or not. ASEC's Data Services Group was chosen to be a primary service provider in the development of a new generation corporate knowledgebase. ASEC was chosen as a result of its extensive expertise in the development of technical and marketing materials.

## **Our Solution**

ASEC worked with the client's IT organization to develop a highly functioning, live interface that would work with the client's corporate system. ASEC's trained specialists in its Asian Operations worked directly within our client's marketing support IT System, developing knowledgebase content for the sales and support teams. ASEC's development of knowledgebase content gave the client unparalleled insight into products, such as a product's integration specifications and known issues that matched its resolutions. ASEC's content also provided a completely new level of product cross-referencing, which has given ASEC's client increased revenue per transaction.

## **Resulting in**

- Successful knowledgebase implementation
- Increased Conversion of Sales
- Increased Revenue Per Sales Transaction
- Delighted Manufacturer Partners

## **Contact Us**

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