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## **Intrinsic Helps Atlanta Software Firm Deliver Solutions to Mid-market Distributors, Catalog and eCommerce Companies**

Intrinsic worked with an Atlanta Technology Development Center (ATDC) software company to provide domain expertise and develop a tier-one demand forecasting and inventory replenishment offering for small and mid-market distribution and ecommerce companies.

- ◆ Defined the market offering
- ◆ Designed and managed development of the market-specific offering
- ◆ Provided Intrinsic proprietary IP to enhance the software capabilities
- ◆ Designed and deployed product management and implementation processes
- ◆ Increased product sales and improved implementation success

The client had accurately discovered that the mid-market was ripe for a solution with the advanced function of tier-one players like JDA/E3 and Evant, but with a more reasonable cost of ownership for smaller firms. Their goal was to utilize the technology recently acquired from a production planning firm, as a forecasting and replenishment offering to mid-market distributors.

The fundamentals of the technology – forecasting, distribution resource planning (DRP) and order recommendation were a sound starting point, but the client lacked the experience and domain expertise to tailor their offering to their new market. Additionally, the product was difficult to implement technically in a mid-market environment, and the company had limited success in getting clients live on their web-based offering.

Intrinsic provided a consultant with extensive distribution and software industry experience who assessed the situation. Firstly, the client needed to learn to “speak the language” of their prospects and to understand their needs and wants. Second, the client needed to begin a process of tailoring the product to provide the functions of their target market...not a small task, as the differences in requirements for DRP planning and wholesale replenishment are significant. Additionally, the client needed to provide these advanced replenishment capabilities, along with a technical and user implementation process that was cost-effective and comprehensive, yet with strong guidance for mid-market companies with limited resources and less broad-based skill sets.

In nine-months, our consultant delivered to the client a product that could compete directly with JDA/E3 and Evant in the mid-market space. Sales doubled, and in fact, Intrinsic helped the client win multiple deals from E3 and Evant where the prospect noted that the difference in capability was slight enough that the lower overall cost of ownership was the decision point. The product was streamlined to allow for a configuration-based implementation, rather than one-off, custom implementation, and user implementation and training were made more effective in getting the customer using the software in a live environment. More efficient implementation resulted in lower cost to customers, accelerated revenue recognition, and increased sales and profit to the client.

### **About Intrinsic Value Chain Solutions**

Intrinsic Value Chain Solutions, was founded to provide inventory consulting services and technology solutions that help companies to increase revenue, cash flow and profit without engaging an army of consultants. Our principals provide the expertise to develop inventory and logistics processes and solutions that ensure minimal inventory levels and high customer service levels. Further information can be found at our website at:

[http://www.intrinsicvaluechain.com/offerings\\_intrinsic\\_value\\_chain\\_solutions.htm](http://www.intrinsicvaluechain.com/offerings_intrinsic_value_chain_solutions.htm)

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