

6 Ways ERP VARs Can Differentiate by Focusing on Fundamental Manufacturing Requirements & Business Processes



Abstract:

There are hundreds of manufacturing ERP systems available to companies today and ten times as many ERP resellers. Almost all manufacturers have some sort of ERP system in place and with newer technologies, fewer than ever are replacing their systems creating increased competition for the few companies that are in the market to buy a new system. So how does an ERP reseller compete and win? You can't win on price (direct sale ERP vendors can discount more than you). Most often you can't even win if you have the best software (it's about relationships and some companies will buy a system they know isn't perfect just because it's associated with a larger organization or they have some experience with it in the past. So how do you compete and win new ERP systems in the 2020's? It's simple, go back to the basics. Focus on what drives manufacturers, know your product and the industry better than your competitors, and differentiate on services and your domain expertise. And if you don't have the expertise, partner with industry leaders to assemble the best service team possible to ensure the success of your new customers. This white paper will explore old-fashioned techniques that can truly differentiate your ERP business from competitors.

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ERP Market Changes

There are literally more than a thousand ERP systems available worldwide for manufacturers. While there are less than one hundred from major ERP publishers, there are countless smaller niche players with highly specialized applications for every possible industry segment imaginable. And newer cloud technologies have increased the competitive landscape with many new ERP products introduced into an already saturated market. And to create even more competition, there are tens of thousands of ERP resellers and consulting firms vying for a smaller number of ERP sales and service opportunities leaving very little for smaller ERP VARs.

Manufacturers are notorious for keeping their ERP software longer than other industries. Our research indicates that most manufacturers keep their ERP software for 15-20 years on average. This makes sense since manufacturers require more modules, have more users, and have increased compliance regulations. Manufacturing ERP implementations take longer and there is more at stake to switch systems until it is absolutely necessary. This is further exacerbated by global manufacturing demands such as international accounting, import and export requirements, and language translations for larger ERP implementations.

Further, the manufacturing market as a whole is shrinking. According to the Bureau of Labor Statistics (BLS) manufacturing employment would fall from 7.9% in 2016 to 6.9% in 2026, continuing a long-term trend. Extensive consolidation in specific industry segments has left fewer small or even midsize manufacturing establishments for ERP resellers to fight over as larger manufacturers swallow up smaller competitors incorporating them into their monolithic ERP systems.

There is some hope in respect to recent trends that are showing signs of returning the USA to its position as a world leader in manufacturing. For example, farm to table food trends are improving the ability for domestic food processors to compete with locally fresh and higher quality products that are currently seeing increases in demand. Smaller boutique and niche manufacturing establishments are finding success as they leverage ecommerce to sell to a broader global audience. And there are some recent signs that the entrepreneurial spirit is generating more manufacturing start-ups despite the high failure rates for new manufacturing businesses.

With all that said, ERP resellers (especially those who focus on manufacturing) are under tremendous pressure to find new ERP sales opportunities and to compete and win without breaking the bank. Many ERP resellers have told us that it costs much more today to generate a qualified ERP sales lead than ever before with the average cost per sales qualified lead upwards of \$1,000 each and in many cases more than \$5,000 each.

Some ERP resellers have diversified their portfolio bringing on additional ERP products to allow them to sell to smaller or larger companies or to businesses in other industry segments. Other ERP resellers have taken the opposite approach and are focusing on very niche, vertical industry segments where they can build intellectual property in the ERP platform and deep industry domain expertise to fend off the generalists. Both strategies have merit but both have incredible downsides. Getting broader and adding more applications increases cost as you spend more marketing and sales dollars and invest in more consultants or increased training for existing consultants to support those new business applications. And going vertical is great for focus but significantly limits your ability to sell into a broader universe of prospects. Done right, verticalization can be a saving grace for ERP resellers but it takes a long time and a lot of money to build out the necessary intellectual property and domain expertise.

During the last few decades the ERP market has become very much commoditized. There are fewer differences between competitors with many systems offering almost identical functionality. Prices are being driven down due to the fierce competition and fewer opportunities. And the shift from perpetual sales to SaaS subscriptions has disrupted the revenue stream for many smaller ERP resellers who built their businesses selling large deals with lengthy implementations, and highly customized systems. Today's manufacturers are less willing to spend on customization preferring to integrate best of breed applications that survive upgrades without costly development projects.

Lastly, ERP has matured to the point where the systems are becoming easier to implement and there are more end-users who can take on some of the implementation roles minimizing the service revenue that ERP resellers used to count on as their bread and butter. Consider for a moment how much money your ERP business used to make on customized reports just a decade ago. New business intelligence and reporting tools empower the end-users to build their own custom reports and dashboards eliminating their dependence on your services and the necessity to upgrade those reports for new versions.

Winning ERP in the 2020s

There are many resellers who are winning today – but how? Here at CADTALK we are in a unique position to work with a diverse set of ERP resellers across ERP platforms. We see shifts in the industry that resellers focused on a single ERP product may not see. There are more and more opportunities that we see where we have more than one partner in the same ERP sale with different (or even the same) ERP products. What's interesting is who's winning and why their winning. This white paper explores five ways that ERP resellers are winning new ERP business. The best part of this is that it's nothing new. In fact, it's really getting back to the roots of ERP and focusing on the core business requirements for manufacturers – something that the generalists cannot do and something that the vertical specialists aren't doing because they're so focused on adding the five percent different functionality to try to make their product offering different than the more general systems on the market. These five strategies are:

1. Leveraging business process reviews to differentiate and win more ERP deals
2. Building, acquiring, and partnering for domain industry expertise
3. Improving data and integration service offerings
4. Gaining deeper ERP product knowledge
5. Providing unique tools to shorten the implementation process
6. Incorporating innovative applications that your competitors don't know about yet

Business Process Reviews

One thing almost all ERP sales lacks is a thorough business process review. ERP sales is already hard enough and conducting a comprehensive review of the prospective customer's needs take a lot more time stretching out the sale, adding cost, and often flies in the face of the prospect's desired evaluation process. With that said, insisting on a business process review can be a tremendous differentiator in the sales process.

Consider for a minute how much better your ERP demo can be if you've met with all of the key decision makers involved in the purchase decision and took the time to learn about their current and desired processes. Consider how much better your implementation services proposal will look when you have aligned your product and domain expertise with the prospect's goals for the project. And consider how the BPR will improve the sales to implementation hand-off minimizing risk. Lastly, the time you take performing the BPR enables you and your team to build a relationship with the prospective customer. Without it, they don't know how you're any different than your competitors and frankly, they don't care until you force their hand and insist that they take the time to conduct the BPR.

There are so many variables when it comes to conducting a BPR for a prospect. Should you offer these services for free or should you charge for it even if you're offering to credit back the investment toward the purchase? Should you conduct the BPR in person or remotely? Should you send one person or a team for the BPR? Should you leverage lower cost junior consulting resources or send in the best consultants you have on your team knowing that there is tremendous cost in doing so.

These are not easy decisions to make and every ERP opportunity is not of equal value. We recommend assessing the situation and basing your decisions on facts. If this is potentially a very large opportunity and you feel you have a great fit and a better than average chance of winning then why wouldn't you send in a team of your best consultants for an in person BPR? The prospect will get to know more of your team during the process and you'll have a lot more knowledge transferred to the implementation team should you win the business.

It may be better to conduct the BPR remotely or send in a more junior consultant who can work in tandem with a senior level consultant who is back at home if this is a smaller opportunity and you aren't sure that you have the best solution. This is still a whole lot better than what your competition is doing – that much we guarantee and it will certainly separate you from the competition and put a lot more pressure on them to do the same.

The prospect may object to a BPR. This is common as they want to keep potential partners at arm's length during the evaluation process. You must get past these objections. You must make a strong business case for the BPR. Below are just a few ideas to help you handle objections to a thorough business process review.

Show Financial Value: The prospect needs to understand the financial value you're offering them when conducting the BPR. If you're sending out two consultants for eight hours and your normal billable rate is \$200 per hour you are providing them with a \$3,200 value if you're offering this to them for free or perhaps you want to offer them a discounted rate – show them the value you're investing in the process.

Explain Why: Most prospects understand their business and processes very well but don't see the value in explaining them to potential ERP partners. Insist on a brief meeting (in person or remotely) to explain why you are so adamant about conducting the business process review. You are investing a lot of time, money, and resources to ensure they get the most out of the demonstration and you can't provide the best demonstration if you don't clearly understand the processes.

Minimize Disruption: Offer to conduct the BPR at times that are most convenient to them. Clearly state who you need to interview, provide questions ahead of time, and try to keep each part of the process to a minimum. In some cases, you may be able to conduct parts of the BPR on-site and others remotely but still, insist in the BPR prior to the demo.

Provide Examples: Provide references for customers where you provided the BPR prior to the ERP demo. Share testimonials about the value of the BPR from your customers and offer your prospect the opportunity to talk to your customers about the process and the value it provided them.

Get to Power: Every ERP opportunity requires a lot of investment on your part. It is fair for you to ask your contact for 15 minutes with the owner, CEO, or president of the organization. Promise that you will keep it to less than 15 minutes. When you get the chance to talk to them, say something like this: "You're about to invest a lot of time and money replacing your ERP system. It's not going to be easy. In fact, it can be quite painful. We cannot effectively determine if we have the right solution or how your organization will use it if we don't have more information about how you conduct business today, where you are successful with your current ERP, and areas where your current ERP system is failing you. Companies that allow us to conduct a thorough business process review never regret the decision even if they don't choose us. I'm leaving you with the names of other manufacturing executives that worked with us on the BPR. I hope you can find a few minutes to call them to talk about their experience. In addition, we will provide you with the results of the BPR with very detailed recommendations that you can use not only to evaluate our application but all others you are considering."

Refuse to Demo: This is a last resort but if you truly want to differentiate yourself you need to stick to your convictions and refuse to demonstrate the software without a BPR. You may offer a short overview demo as a bargaining chip – we'll provide you with a very basic overview demo no more than one hour in length and in return, we are asking for you to provide access for us to conduct the comprehensive BPR. Once that is complete we are more than happy to spend as much time as needed to prepare the detailed demonstration for your team.

THIRD PARTY BPR

Some ERP VARs may not be equipped to conduct a thorough business process review on their own and doing so may show a bias in the recommendations.

There are many independent consultants who provide these types of services. Find a few that you can build a relationship with and strike a deal with them. You bring them in on ERP evaluations for the BPR and in return, they recommend you where it is appropriate for opportunities they discover where their clients may need a new ERP system.

You may even want to offer to pay for the third party BPR or at least a part of it. After all, you'd be investing your own staff's time if you didn't leverage an outside resource.

You may also be able to off-load some of the BPR to independent software vendors who have a vested interest in the opportunity. For example, here at CADTALK we offer our ERP reselling partners a free BPR service where we analyze their manufacturing prospect's entire engineering to manufacturing process with a detailed report and recommendations. We do this to help our partners, to increase our mutual chances to win the business, and because it significantly increases our chances of a happy and successful customer at the end of the implementation.

Domain Expertise

There are so few ERP resellers that represent a single ERP product today. There are many reasons why this is the case. For one, the shrinking and competitive nature of the market has forced many ERP VARs to expand beyond their initial core competency to maintain their existing business or in the hopes of growing by selling into new markets. Another reason so many VARs represent multiple products is for protection. There are many ERP publishers that were once channel friendly that pulled back and started selling direct leaving their channel scrambling for a product to sell to maintain their livelihood. There are other ERP publishers who've been acquired leaving the ERP VAR with a product that was once great but now has a sunset tag on it with minimal (if any) research and development investment.

The ERP generalist knows ERP and in some cases they may have some domain expertise in a particular industry segment but in most cases, it's not all that deep. At least, it's not as deep as it could be. Building industry domain expertise is a huge differentiator and will increase your ability to sell more ERP software. Consider how much confident an automotive manufacturer will have in you if you don't understand cumulative forecasts or PPAP (Production Part Approval Process) or automotive EDI requirements. What if you show up for a demo for a medical device manufacturer and you have no idea how your application supports CFR Part 11 compliance requirements? And what do you do when your injection molding prospect wants to know how to handle regrind and how to schedule production based on color or how to accurately cost co-products?

Building domain expertise is extremely expensive. This isn't something that a younger consultant provides an organization. It is something that is learned over many years of experience working in the industry. And it's something that may be virtually impossible for your ERP business to provide in all industry segments. But there's hope, you don't have to know everything. You just need to know how to leverage your resources and your relationships effectively.

Focus first on knowing your product better than any of your competitors. Knowing what your product can do arms you with a lot of options to solve difficult problems for your prospect. Then find third party consultants or independent software vendors to fill in the gaps as needed. For example, CADTALK is a specially designed application that fits very well in several discrete manufacturing industry segments but especially in industrial equipment and machinery and other engineer-to-order manufacturing businesses. We have domain expertise that you will never have but we can augment your expertise. Partner with CADTALK and we will go in to new ERP opportunities together. We can speak to the intricacies of your prospect's industry because that's what we do every day and we can tell them stories about how we've collectively helped other companies just like them.

Our ERP partners that bring us in to ERP opportunities early have a higher close rate because we can relate to the customer and can make recommendations that significantly impact their business. We can tell them how to integrate their existing ECO process with your proposed ERP. We can help them understand how their CAD or PLM application works in concert with a system like CADTALK. And we can act as an independent source of information for best practices related to setup of the bill of materials and other questions that inevitably get left unanswered until the consultant is in front of the customer for the first time working on the implementation.

And we're just one example, there are many other great ISV organizations that you can leverage earlier in the sales process to increase your chances of winning. Bring in Avalara to discuss sales tax compliance, bring in a quality control vendor to discuss quality requirements, bring in an APS vendor to talk about production scheduling. The key here is to involve your ISV partners in the sales process. Too many ERP resellers try to do it all themselves and don't get the ISV involved early enough. Instead, leverage your ISV partners and you will quickly see an increase in your close rates.

Data & Integration Services

Most ERP resellers don't focus enough time in the sales process explaining their data and integration services. A major part of every ERP implementation involves getting the legacy data out of the existing ERP system, cleansed, and moved into the new ERP. It also involves understand the differences between the two systems as there are many cases where it's best to leave old data behind and different strategies for getting the data converted properly. The old adage garbage-in-garbage-out holds true. Stress to the prospect the importance of good data and have a solid plan for data migration to set yourself apart.

DATA & INTEGRATION TIPS & TRICKS

Here are some more tips and tricks to leverage data and integration to improve your chances of winning new ERP deals.

Ask the customer for a subset of their data in Excel – customer, vendor, item, bill of material, and other data. Then import that and use it in the demo. Make sure to show them how easy it was to import their data so they have a clear understanding of something that your competitors will not show in their demo!

Get your hands on data cleansing and migration tools and know how to use them or partner with a company that specializes in data cleansing and migration.

For example, CADTALK was designed initially to transform engineering bills of material from CAD to manufacturing bills of material in ERP but few people realize that CADTALK can be used quite successfully for data cleansing and migration during the initial ERP implementation!

With CADTALK, we can read directly from the CAD models to create new items, inventory warehouse records, bills of material, and manufacturing routings through the application which can easily shave off weeks from the implementation and the powerful rules engine ensures data accuracy since it follows defined rules and is not entered manually.

Integration is another area where most ERP resellers fall down. It's not that they don't understand integration or that they can't do the work or know someone who can – it's the fact that they don't play the importance of integration in the sales process. Every good ERP sales rep will tell the prospect they can easily integrate the new proposed ERP system with the prospect's existing systems but a truly remarkable ERP reseller will provide details and proof on how that integration will function. Do the research into their existing systems. Find out how they work. Contact the developer of those applications and develop a detailed specification outlining how the systems will integrate with the proposed ERP application. No ERP resellers are doing this today and it shows the level of detail you're willing to go to in order to ensure their success.

Deep ERP Product Knowledge

We've all heard the old saying, "jack of all trades and master of none." ERP resellers who are jacks of all trades do not win a lot of ERP deals. You must know your product intimately. This includes not only the functionality but also the underlying technology, hardware and networking infrastructure requirements, and third party ISV applications.

An ERP reseller with deep ERP knowledge can make their system work quite well in situations where it isn't supposed to fit. For example, one ERP reseller was working with an electronics manufacturer. The manufacturer posed them with a very unique problem – they had to segregate their raw material inventory based on the manufacturer of those products (example, Hitachi parts vs. Honeywell components). The business case for this was simple. Some of their larger customers required that certain manufacturer parts be used on their finished assemblies. Very few ERP systems can handle this well. The ERP partner created a related table used in tandem with the ERP inventory system providing details on the quantities in stock by manufacturer. This table was integrated throughout the system for receipt of goods, physical inventory, lot tracking, and material issues for production. By knowing their product (and the underlying technology), the ERP reseller was able to provide the customer with a truly unique and differentiating solution that competitors couldn't touch.

Building deep product knowledge takes time, investment, and most of all – commitment. You must be willing to invest in training now and for every new release of the ERP software the publisher releases so you can stay abreast of the latest and greatest features. You must provide consultants with some non-billable downtime to play around with the software and to do their own investigations into the underlying features in the system. And you must incent them properly so they are always honing their skills and never sitting idle thinking they know it already.

Most ERP resellers will never be able to know every inch of their ERP systems entirely. In fact, many ERP publishers don't even know their ERP systems as well as they should. This makes product knowledge a huge differentiator. And if you don't have the resources to know everything then pick the core or a few

key areas of the product and focus on knowing those and partner with someone who knows the others better. For example, one ERP partner focused almost exclusively on manufacturing. They knew the manufacturing modules and features better than any other reseller in the market. As a result, they blew their competition away in demos and in implementations and other partners soon took notice. The partner was able to leverage their product knowledge to sell manufacturing implementation services through other partners. However, this manufacturing-centric partner was not strong in accounting so they in turn partnered with an accounting firm who resold the same ERP product since they had much deeper knowledge of accounting and the accounting modules and features.

The key take away here is to know where you are good or where you can be good – focus on those areas, and partner on the other areas so you have a team of experts available for your demonstrations and your implementations. Again, remember your ISV partners. Companies like CADTALK have very deep product knowledge in the ERP systems where they integrate. We don't know much (if anything) about the accounting but ask us the best way to implement a phantom bill of material or whether you should setup indented bills of material or keep the bills relatively flat and we can certainly tell you the best option and why as it relates to the ERP system's capabilities and limitations.

Shorter & More Successful Implementations

The cost of implementations is almost always higher than the cost of the software – especially with new SaaS subscription pricing. It used to be that a company that spent \$100,000 on software would spend 1 to 1.5 times the cost on the implementation or about \$100,000 to \$150,000. But the cost for the same software today on a subscription pricing model is probably more like \$60,000 and the implementation cost is probably no different than it was before - \$100,000 to \$150,000. This is important as the customer sees that it's now costing around 2 to 2.5 times the cost of the software for the implementation.

One way to truly differentiate yourself from the competition is to provide a shorter and less risky implementation plan. Sounds great but we all know this is much easier said than done. Countless ERP publishers and resellers have tried this unsuccessfully offering pre-defined implementation settings, industry templates, or rapid implementation processes. Almost all of these are doomed to fail and simple marketing ploys.

So how can you really shorten the implementation process? It's pretty easy really, it's much like a manufacturing kaizen event. Seek out waste in the process and find solutions to eliminate the waste. Step one, develop a rock solid implementation plan and use it. Step two, look for any area where the customer can do part of the implementation on their own (such as some data migration or GL account setup or where you can train a power user to do some of the work such as report modification). Next, look for tasks that a lower-cost, junior consultant can perform. If you don't have any junior consultants, consider hiring some. This is a great way for you to reduce your implementation costs and a fantastic way to groom and grow new consultants. Task junior consultants with less technical aspects of the implementation and bill them out appropriately.

Phase the implementation. Every ERP partner says this but scope creep tends to significantly increase phase one well beyond the initial plan. You must define phase one appropriately and get executive buy-in that additional requirements will fall into later phases unless absolutely required to support the phase one implementation goals. By using a phased implementation you are minimizing the scope of the initial implementation and thus negating a lot of risk. A key to success in any phased ERP implementation is to get commitment from the customer to proceed to future phases. Often times the company goes live on phase one and never gets around to future phases. They must be committed and understand that phase one is not a complete integration and rather, a small step toward the end goal. And consider that a 1% improvement every month for 3 years is actually a 143% improvement over time.

There are many other ways to reduce ERP implementation times. As mentioned earlier, products like CADTALK can be used to shave off a few weeks from the implementation for items, inventory, bills of materials, and routings. This may not seem like much but this could mean the difference between meeting a very tight go-live deadline or facing a six-month delay in the go-live because the customer just entered their busy season. There are many other products on the market that can provide similar benefits during the implementation.

Innovative Applications

Have you ever lost a deal because your competitor had some whizz-bang feature or module that simply wowed your prospect? Yep, you betcha – we’ve all been in that position. Whether or not the prospect knew they needed it or even if they didn’t need it – the product or feature won them over and they couldn’t live without it. Understanding that ERP is largely the same, you must understand which features in your product are true differentiators compared to each and every one of your competitors. Your dashboard may not be as good as one ERP product but may be far superior to another. Know where your product shines, build use cases around those features, and showcase them where it’s appropriate for your customers.

One of the sad states of the market is the lack of innovation coming out of the ERP publishers these days. Some ERP vendors do offer some significant new technology and functionality but the vast majority are only adding smaller, incremental features that will never wow your prospect. So where do you turn for those innovative solutions? To the ISV community. Seek out products that the vast majority of your market needs or may want. Do the research to find the best of the best. Build relationships with the ISVs, learn their products, and if necessary, help them build the integrations to your ERP and then start showcasing them in your demonstrations.

For example, many manufacturers have credit and collection issues but few seek out solutions to fill that gap in their ERP offering. A great ERP reseller will find a leading credit and collections application and will showcase the product and how it can reduce days sales outstanding and bad debt write-offs as part of the accounting demo. Likewise, a great ERP reseller will understand that their manufacturing prospect uses SOLIDWORKS and has struggled for years to keep the items and bills of material in sync between their CAD application and their ERP. They will partner with CADTALK and showcase how the customer can reduce engineering to manufacturing hand-off by 80% by automating the engineering to manufacturing process. A company that was wasting hours every week manually entering new bills of material will be ecstatic when they learn how much time they can save and how those efficiencies will improve their costing, material planning, and production scheduling. After all, that’s why manufacturers invest in ERP systems to begin with – isn’t it?

There are literally hundreds of phenomenal products on the market today that not only solve problems your prospects are facing, but innovative products that will provide tremendous value and will set your company apart from the competitors who are showing stock ERP product without any of these new applications. One of the keys to success here is to understand the needs of your market, where your competitors are strong, and where your product has some limitations. Then find those ISVs and products that fill those gaps, learn them, and position them in every ERP opportunity when the time is right.

Conclusion

It’s more difficult than ever to resell ERP software. There is a shrinking market and increased competition and most manufacturers already have systems in place with no compelling reason to change. That’s why it’s vital that ERP resellers improve their win rates and actively seek out competitive advantages that their competition simply isn’t providing. There are many ways to do this and not every strategy will be right for your organization.

It’s clear that prospects want to minimize risk and cost so look for ways to streamline and shortcut the implementation process. It’s also clear that manufacturers are ready to find solutions to age-old problems – some they never really knew were problems until someone showed them a better way. And prospects really don’t know the right way to conduct certain business processes. They do it the way they’ve always done it but when a domain expert challenges their age-old processes and offers recommendations to improve them – the prospects will listen and more importantly – they will remember you and they will respect you and they will buy from you because you are truly adding value to their business.

Great ERP resellers recognize the opportunity to differentiate on data and integration services, deep product knowledge, and industry expertise to gain that critical edge in today’s highly-competitive and commoditized ERP market. We hope that you found a few tips in this white paper to take your ERP business from good to great. And remember, winning just a few more deals each year can add significant value to your business with on-going service revenue so you can continue to grow your business.

Winning With CADTALK Software

CADTALK Software are experts in manufacturing. Our team has been there and done that. We employ former manufacturing engineers with decades of CAD, PDM, and PLM experience who've implemented ERP systems, understand the shortfalls, and have built solutions to automate complex processes inherent in many manufacturing businesses.

We work with many different ERP systems and work as an extension of your pre-sales and implementation teams to conduct business process reviews around engineering, bills of material, manufacturing routings, CAD/PDM/PLM applications, and inventory. We know what works best and how to sell that value to your prospects.

Our CADTALK product is shiny and new – it will wow your engineer-to-order or complex industrial equipment manufacturers and manufacturers across many industry segments including automotive, aerospace and defense, rubber and plastics, instruments and medical devices, fabricated metals, electronics and high technology products, furniture, and so many other industries.

We do not sell ERP. We are here to augment your team so we can all succeed together. [Contact us](#) today to learn more about CADTALK and how we can help you win more ERP deals. And by the way, you can make a margin selling the product and you get to hang out with some pretty cool people to boot.

Below is a brief summary of how CADTALK helps progressive ERP resellers to win:

1. **BPR Assistance:** Let us do the heavy lifting for business process reviews around engineering and bills of material.
2. **Domain Expertise:** Leverage our team and expertise to differentiate from general ERP partners who can't spell PLM.
3. **Data & Integration:** Utilize CADTALK BOM Import to cleanse and migrate data in new ERP implementations.
4. **ERP Product Knowledge:** Lean on CADTALK to help prospects understand how your ERP can work harmoniously with CAD, PDM, or PLM applications and best practices when setting up bills of material.
5. **Shorten Implementations:** Leverage CADTALK to shave off a few weeks of the ERP implementation (items, inventory, bills of material, an routing definition).
6. **Innovation:** Showcase CADTALK's artificial intelligence and how we reduce engineering to manufacturing hand-off by 80%.

