

Formulating Technological Success ($AI + BD = GP$)

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Non-Profit vs. For Profit



Critical Decisions

Customers

- Have need
- Can afford
- Willing to buy

Resources

- Personnel
- Equipment
- Inventory

Financial

- Products/Service profitable
- Cash flow
- Expenses controlled

Traditional Moving Company

Line of Business

- Residential

Relationships

- Van Line
- Customer
- Vendors



Business Roles

- Marketing - Directory
- Sales - Pricing
- Customer Service - Communication
- Operations - Scheduling
- Revenue Accounting - Invoicing
- Management - Process

Today's Moving Company

Lines of Business

- Household Goods
- Special Services
- Office Moving
- Delivery
- Distribution
- Logistics
- Record Storage
- Freight



Relationships

- Van Line
- Customer
- Relocation Companies
- 3rd Party Companies
- Brokers
- Vendors

Today's Moving Company

Business Roles

- Marketing
- Sales
- Customer Service
- Operations
- Revenue Accounting
- Management

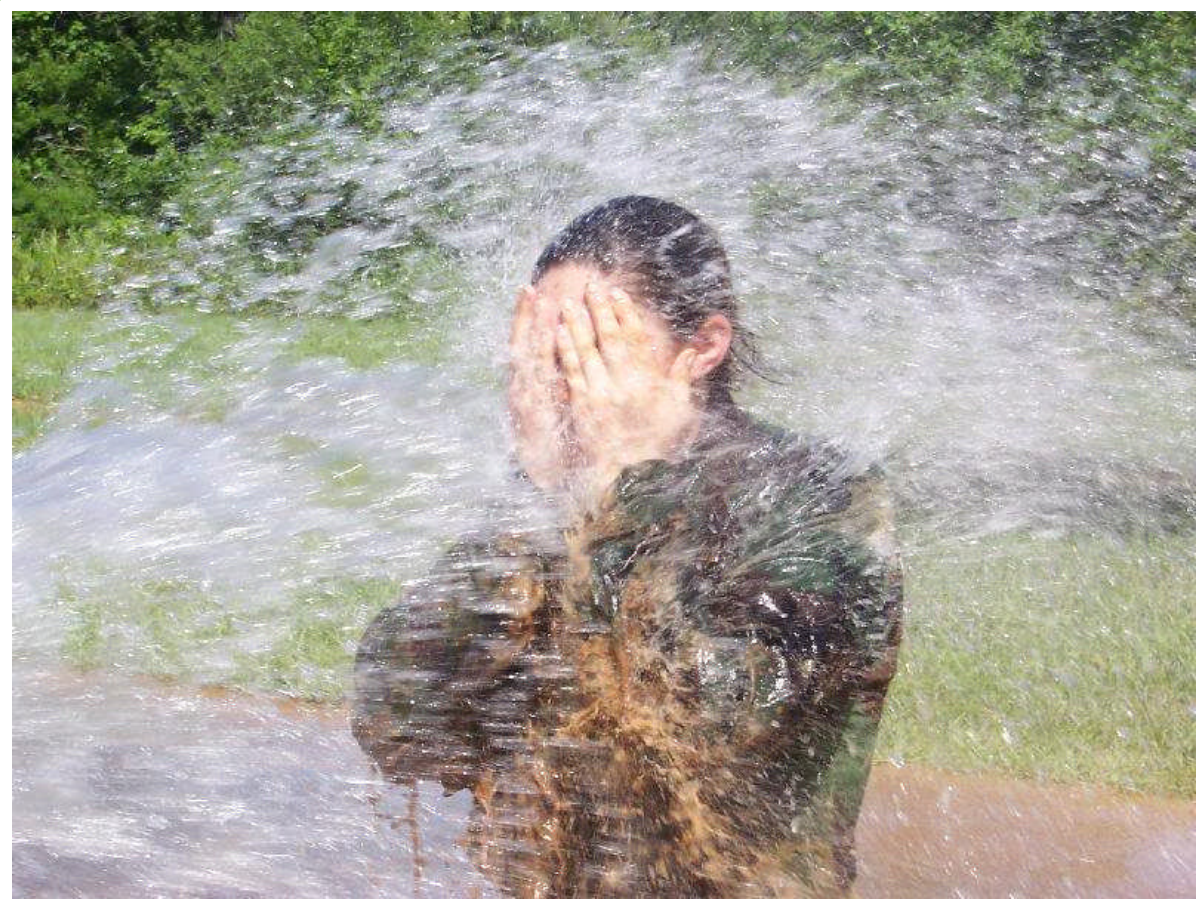
Business Duties

- Advertising
- Demand Generation
- Negotiation
- Quoting
- Sales
- Communication
- Scheduling
- Resource Planning
- Fleet Maintenance
- Regulatory Compliance
- Invoicing
- Job Costing
- Process Improvement
- Reporting
- Profitability



Challenges for Today's Moving Company

Information Overload:



Challenges for Today's Moving Company

The **RIGHT** decisions come

Not just more data...

But more of the **right** data...

To the **right** person...

At the **right** time...

The Solution

The Information Machine



Got it! But How and What?

- **Capture, filter and utilize inflowing data**
 - Web sites
 - Lead sources
 - Van Lines
 - Third Party Companies (Customers & Vendors)
 - **INFORMATION ENTERED ONLY ONE TIME WHERE POSSIBLE**

- **Expose data to entire organization securely and targeted**
 - Keep employees in a single application relevant to their jobs
 - Buy the right product for the job – avoid square pegs and round holes
 - Share only information that helps them

Got it! But How and What?

- **Provide data through tools appropriate to business role**
 - Salespeople – mobile devices
 - Van Operators – simplified, multi-function touch devices
- **Focus on customer experience**
 - Simplify purchasing and payment
 - Proactively feed them information they need
- **Secure tools that shorten learning curve and quicken productivity, not add more steps**
- **Acquire technology that is scalable and cost effective**
 - Meet today and tomorrow's needs

Considerations

- ✓ Does your company have the internal resources to effectively manage hardware and infrastructure?
- ✓ Do you even want the responsibility in house?
- ✓ Will your employees participate in learning new technology?

SURVIVAL TIP: Answer must be YES or find new employees!

- ✓ Does the vendor have experience in your industry?
- ✓ Does the vendor have the resources to support your implementation during and after?

The Solution

The Not-So-Secret Formula

$$\frac{\text{AI} + \text{BD}}{\text{GP}}$$

Accurate Information
Better Decisions
Greater Profitability

Conclusion



Questions?

Contact

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