

Cincom launches latest version of enterprise development software socrates

Cincom has released version 7.0 of its enterprise development software Socrates (formerly Knowledge Builder) in Australia

The software works across multiple channels (web/server/client) simultaneously, which is critical for rapid-response situations in typical changing-market and operational-competitive environments.

By using Socrates business people can make better-informed decisions by having the necessary knowledge at their fingertips in a format they can understand and use, says Paul Hargreaves, Managing Director, Cincom Systems Australia and New Zealand.

A major benefit of Socrates 7.0 is the ease with which applications can be built and maintained even when a company's business rules change frequently, extending an applications usefulness and lifecycle in the organisation and maximising a company's investments in their technology.

Hargreaves says Socrates-built applications can help increase and sustain revenues, reduce costs, and more effectively leverage and use an organisation's knowledge for competitive advantage. Cincom cites measurable results from using Socrates including:

A 30 per cent average lead-to-sale increase;

A 33 per cent average increase in cross-sells;

A 25 to 40 per cent increase in sales leads for configured products;

A 30 to 60 per cent reduction in costs per lead;

A 25 per cent reduction in cost of sale;

A 20 to 50 per cent reduction in engineering times, and

A reduction in order cycles from between 17 and 33 hours to 30 minutes.

Socrates is suited to a variety of applications including sales process automation, product/pricing configuration, single view of a customer, process configuration, personalised customer communications, contact centre and quote-to-order solutions for complex manufacturing, adds Hargreaves.

Other application areas include:

Guided selling where the product is very complex, Socrates "guides" the salesperson through customer requirements and presents the best-matching product the company can provide;

Workflow management where information flow is directed automatically without complicated user training; and

Product configuration where the company wants to provide the right products that meet its customers' needs.

Socrates is already used by a number of large companies in Australia.

About Cincom

Cincom is the world's most experienced software company, now spanning five decades with solutions to help customers simplify complex business processes and transform corporate information into competitive advantage. Our software products include manufacturing control systems, contact centre and customer relationship management systems, databases, document management, sales knowledge systems and e-business solutions.

Cincom has a variety of clients in Australia including ASC, Thales, Honeywell, Mills Display and Alcatel and has a track record for on-time, on-budget implementations that result in a faster return on investment.

For more information about Cincom's products and services, visit the Cincom Australia website at www.cincom.com/au.

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