



Siebel empowered Dynamex to higher profit margin products

The Challenge

Dynamex had numerous disparate systems for tracking the sales activities of multiple sales operating regions across North America. They needed a common system across all regions in order to provide sales professionals with a comprehensive, integrated, up-to-date view of the customer, as well as to improve the visibility of forecasts, products and pricing. Dynamex selected Siebel Systems as their new Sales Effectiveness solution because it provided the best consolidated view of customers, products and pricing. In addition, Siebel was the most scalable solution to accommodate Dynamex's strategic growth plan.

The eVerge Group Solution

Utilizing The PrecisionFit® Process, eVerge Group worked quickly to understand Dynamex's business objectives in implementing a Sales Effectiveness solution. Working closely with the Dynamex sales executives, eVerge Group re-designed their business processes to better match best practices in their industry, resulting in a dramatic increase in sales productivity.

eVerge Group implemented the Siebel Sales and Marketing solution for 120 Sales Representatives, National Account Managers, Customer Care Representatives, and Sales Executives in ninety days. Upon implementation, the data from the Siebel application empowered Dynamex to allocate appropriate Sales resources to higher profit margin products, leading to an increase in revenue.

About Dynamex

Dynamex is a leading provider of same-day delivery and logistics services in the United States and Canada. Headquartered in Texas, Dynamex directs a rapidly growing network of 60 operating locations in key markets in both countries. Dynamex offers a range of same-day transportation and distribution services for clients of all sizes and needs.

Industry: Technology

Oracle Applications:

Siebel Sales and Marketing Solution

Client Feedback:

"Siebel Sales enables Dynamex to increase the efficiency and effectiveness of our sales force and provides management with a better insight into our revenue forecast. eVerge demonstrated a high level of professionalism and was extremely beneficial to the success of the Siebel implementation within Dynamex. I have enjoyed our partnership with eVerge throughout this process and look forward to working with them on future projects."

Jim Wicker, VP Business Development, Dynamex