

CUSTOMER VOICE

EASY SOFTWARE

Current data is the key to success

```
...mirror object to mirror...  
mirror_mod.mirror_object  
...operation == "MIRROR_X":  
mirror_mod.use_x = True  
mirror_mod.use_y = False  
mirror_mod.use_z = False  
...operation == "MIRROR_Y":  
mirror_mod.use_x = False  
mirror_mod.use_y = True  
mirror_mod.use_z = False  
...operation == "MIRROR_Z":  
mirror_mod.use_x = False  
mirror_mod.use_y = False  
mirror_mod.use_z = True
```

OPERATOR CLASSES

```
...types.Operator):  
...X mirror to the selected  
...object.mirror_mirror_x"  
...mirror X"  
...context):  
...context.active_object is not
```



Current data is the key to success

EASY SOFTWARE is in the process of transforming itself into a data-driven company. Where data used to be entered and used manually, automated processes are now in place. EASY has thereby succeeded in considerably enhancing its sales efficiency and planning its go-to-market activities in a valid and data-driven way. A success story.

'In the past, we used to expend a great deal of effort generating junk data that was more confusing than useful,' states Michael C. Reiserer, Managing Director of EASY SOFTWARE, recalling the time when the company was not yet as data-driven in its activities. This was the result of manually entering and using data and information.

Among other things, this applies to the assessment of a sector's potential. EASY is now beginning to develop theories on which product is suitable for which sector, and which arguments win customers over. Where these assumptions changed over time, this happened unnoticed, so it wasn't recorded in the CRM system. The data wasn't updated, either.

So if someone manually entered an erroneous assumption or if the circumstances changed, this resulted in an incorrect entry. The data also lacked the kind of granularity now possible thanks to the use of D&B Hoovers and D&B Optimizer in particular.



The good thing about D&B Optimizer is that we don't see it.

Michael C. Reiserer
Managing Director
EASY SOFTWARE Deutschland GmbH / EASY ApiOmat GmbH



Creating a clean database

EASY has been using D&B Hoovers for manual data enrichment for some time now. D&B Optimizer was a recent addition to the portfolio of solutions and delivers current data directly to the Salesforce CRM system via an interface. The aim is to maintain clean customer and structure data. 'It's important to have precise knowledge of your customers to align your go-to-market and sales campaigns accordingly,' adds Reiserer.

EASY SOFTWARE has created the required database for precisely this purpose. Thanks to D&B Optimizer, the company has clean data on sectors, company sizes, links and more besides at its disposal. This information also highlights whether the hierarchy has already resulted in a framework agreement being concluded.

Sales efficiency has been enhanced

When asked whether the use of D&B Hoovers and D&B Optimizer is having an effect on performance, Reiserer unequivocally answers in the affirmative. 'We are seeing that sales cycles are clearly shortening,' he explains. But that's not all; he also states that overall performance (such as turnover from leads, the number of new customers or licence sales) has increased.

'We are cutting costs at the same time as enhancing efficiency and acquiring more new customers,' Reiserer continues. While this



We always have current data available to us and can rely on it.

Michael C. Reiserer,
Managing Director bei EASY SOFTWARE

He believes it is the essential basis for knowing in which market EASY is successful with which product, as well as the likelihood of customers making a purchase. This facilitates purchase probability forecasts for companies with certain parameters.

isn't exclusively down to D&B Hoovers and D&B Optimizer, he explains, they are certainly key components with respect to considerably improving sales efficiency.

Overall, what is required is the interplay of processes and their introduction, cultural changes and so on. Reiserer believes that the most important change within the company is the move towards data-driven working practices.



Data-driven working practices are essential

The Mülheim-based software manufacturer's transformation into a data-driven company has been something the company has been dealing with for some time now. However, a transformation such as this also requires fundamental changes to be made to the corporate culture and the ways that employees collaborate with one another.

For example, the EASY team used to discuss whether Version A or Version B of a mailing campaign was better. 'Today, we no longer have this discussion,' says Reiserer. 'Instead, we send out both and then measure which one is more successful.' This is a powerful example of the change in culture. Instead of guessing what works better, EASY SOFTWARE now uses data to see what works better and what generates more success.

When asked whether the focus on data-driven processes has helped the company to better weather the current crisis, Reiserer replies:



Crisis or no crisis, the winner is whoever is the most efficient and achieves the best result with the least amount of effort.

He went on to add that this particularly applies to SMEs like EASY. The only way of achieving this efficiency, Reiserer says, is with end-to-end process automation, and such automation requires standards and clean data. The former determines who is allowed to enter data and where. 'At EASY, no-one enters anything other than what truly needs entering. In other words, only where this is indispensable.' In so doing, EASY is generating as little manual data as possible. It is generally irrelevant, incorrect or might be open to misinterpretation, Reiserer explains.

EASY SOFTWARE's journey towards becoming a completely data-driven company is far from over, however. Sales is the vanguard in this process. But the data-driven culture is slowly beginning to permeate through other departments.



Automation in Sales

Sales used to use a manual process, which is increasingly giving way to activities that are automated and focused. The aim in this respect is to focus exclusively on the appropriate companies (e.g. those with a short sales cycle) and to provide them with the relevant information. The topics and companies most likely to lead to new business are prioritised in the CRM system for the Sales team. This prioritisation is, in turn, based on data and data-driven scoring. The sales agents can therefore see in the CRM system which activities ought to be carried out next and are most likely to generate profit.

Sales receives the relevant information for contacting potential customers. 'We want to serve customers with accurate and relevant data. They have to be presented with the right arguments,' Reiserer explains, adding that presenting the customer with data that's completely irrelevant to them is pointless, even if the data relates to a key product feature. 'We want to provide the customer with concise, personalised and relevant information,' he continues. This starts with the customer's gains and pains. Reiserer emphasises that the customer must understand how EASY contributes to the solution. These days, it isn't enough simply to tell the customers all about the solution's features and functions.

Data-driven product development

In terms of innovation, too, EASY is beginning to leave as little as possible to chance. 'In the past, we would put our products on the launch pad, so to speak, and then wonder how it would fare,' Reiserer says of how things were done previously.

Today, the company has begun to plan its go-to-market activities and product developments on a much more valid basis. First, a theoretical product is posited, followed by considerations as to why someone would buy said product and what customer benefit it would deliver. Using D&B Hoovers, EASY SOFTWARE wants to select the target group to test and validate the theoretical products within the relevant segments. This is done with A/B testing using 20 companies from each group, for example. This process is intended to take place as part of the product launch.

So there's a huge shift towards a data-driven approach underway in the product development process. EASY establishes who the product is suitable for, whether EASY is in fact reaching this target group and, above all else, whether the target group is responding to the arguments. Sales can even see who is reacting to which argument and use this information to precisely define the target group. This brings much greater precision to market estimations and to moving away from a scattergun approach towards a focused appeal to the relevant target group by using the right arguments.



About Easy Software

EASY SOFTWARE has been a player on the market for three decades and is a pioneer in the field of electronic archiving systems. Today, the company supports customers in digitalisation processes such as purchase-to-pay and HR. With its ApiOmat solution, EASY SOFTWARE has developed a new service that turns digital ideas and platforms into a reality. EASY SOFTWARE is a reliable partner to SMEs throughout Germany.

www.easy-software.com



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