

Tacton Systems builds a web-based partner system at Ericsson Enterprise

The engine of the system is Tacton Systems' configurator. The system, known as Pocket SolveIT and including over 10,000 components, is used today by over 40 Ericsson Enterprise AB partners worldwide. In the past few days a new updated version has been released which includes partner management functionality. The system also full ability to handle exclusivity within partner relations. Three large product groups are distributed using the system: company switches, call-centres and network exchanges.

The goal of the project is to support partner sales processes of Ericsson's products and reduce time-to-market for product updates. The system automatically synchronizes market and product information with Ericsson Enterprise's distribution centre. The latest prices and product information are downloaded as well as local market-specific sales and distribution rules. The system guarantees that the information between Ericsson and their partners is tailored for each and every partner. Partners can also add their own non-Ericsson products to their own version of the system. The solution is web-based and can be run standalone at the customer site or installed at a server to be run in the reseller's intranet. Examples of Ericsson partners that have installed Pocket SolveIT are Telia, Telenordia and Tele Denmark.

"Ericsson Enterprise chose the Tacton Configurator as the engine of the system because it is powerful, modular, designed to be integrated with other systems and is portable to different environments. Many of the products which are distributed and sold using partners are complex and are customized online. Customer customisation requires a configurator. Tacton's configurator is one of only a few configurators in the world that can handle all this," says Anders Elwin, responsible for Ericsson Enterprise's eCommerce Solutions.

"Since Ericsson has an international market to support, the products we sell must be adaptable to many local market rules. This requires even more complex configuration," says Robert Nilsson, project manager at Tacton Systems. "Here we are showing that our sales configurator can handle very complex products and that we can integrate our product in another infrastructure, an absolute requirement in such large projects."

More information: Pressofficer Malena Jirlow, malena.jirlow@tacton.com Tfn: 08-690 07 50

A sales configurator is a business-oriented system for eBusiness applications which sell complex products. The majority of products sold through B2B are made up of many components and are customizable. The more components a product has, the more combinations exist. A configurator constructs the product from the possible components, taking into account the technical and business restrictions. Customers state their needs for the completed product and the configurator proposes a customized solution which is guaranteed to be both technically correct and right for the market.

Tacton Systems AB

Established in 1998, Tacton Systems is a spin-off of the Swedish Institute of Computer Science, SICS. The company develops, markets and sells its sales configuration software, or ecommerce engine, the Tacton Configurator, as an independent module to sales support and B2B for medium and large corporations. Tacton Systems has offices in Sweden and England. Company revenue is 30 million SEK.