

# Boost your business

*How businesses can create new opportunities with 4D*

# CONTENTS

- 3 Introduction
- 4 Boost your sales
- 5 Make your products easier to market
- 6 Optimize your quality of service
- 7 Managing your customer relationships
- 8 Shifting into high gear



## Experience 4D and create value for your business.

Technology has never played such an important role in analyzing and understanding our behaviors. Data is being created and consumed at unprecedented volumes when we connect to the internet and share information on social media.

This “21st century black gold” is being used by companies to learn more about their customers and develop user profiles in order to offer personalized and contextualized customer experiences. The customer experience is now the most important performance metric used to measure the success of a company.

**Are you ready to manage, analyze, and benefit from this wealth of information?**

This overwhelming amount of data is affecting companies of all sizes, from every industry. Companies are struggling to find the human, financial, and technological resources to handle it. They must also adapt to new organizational and business needs

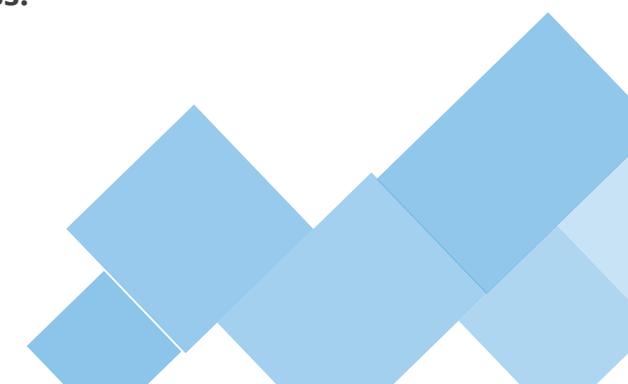
to stay ahead of the competition.

To strengthen customer engagement, your company must:

- remove information barriers;
- facilitate team collaboration;
- have a global view of data and the customer journey.

4D’s role is to connect the different parts of your company and make it easier to use your data intelligently. Whether you’re a small business or a multinational corporation, you need a solution that fits your growth strategy, your challenges, and your goals.

**This white paper introduces four ways 4D can help you boost your business. Experience 4D and create value for your business.**



## Boost sales by connecting all the parts

*Before even beginning to take advantage of the omnichannel data of customer journeys, the companies that are able to interconnect their internal departments possess the key to growth and sustainability.*

Connecting different departments is simply a matter of removing barriers to information so that sales opportunities can be more easily identified, communicated and acted upon. You need the ability to:

- monitor in-store product inventory in real time;
- analyze your sales;
- make it easier to close deals;
- figure out what a customer is interested in based on their profile;
- facilitate contact with a customer;
- and the list goes on...

The goal? Shorten sales cycles, optimize the way you close a deal, and simplify the work of your sales force by delivering the right information at the right time, and on the right interaction channel.

In England, the chain store Hallett Retail drives the activity of its 1,300 stores using a 4D applica-

tion. They chose 4D because of its agile development and its integration with existing systems. A small business has neither the time nor the money to spend several months drawing up rigid and comprehensive specifications to configure an off-the-shelf CRM solution.

**4D helped Hallett Retail to create a custom solution for its operations in a very short time.**

Platform-independent, 4D runs on both Macs and PCs, offering you the flexibility to integrate with your existing systems.

This solution delivers valuable information to Hallett Retail including overall and detailed sales by store, inventory, procurement, and sales analysis.

The key benefits are increased team productivity and revenue growth.



## Reacting to market trends

How can you quickly adapt to new market trends?

**The first step is to transform your mindset and start adopting agile methods.**

Different departments – whether design, marketing, sales, or logistics – can work together designing a new product, reducing time to market and perfecting collaborative working methods.

**The second step consists of capitalizing on information from each department.**

This information is what's known as user or customer knowledge: your understanding of their needs will come from the data at your disposal and its analysis.

Of course, certain departments will have a customer-oriented approach. 4D also plays a key role in an industrial environment.

The French company Bourbon is the world leader in offshore oil and gas industry. It offers services ranging from refueling and transporting offshore equipment to towing, seismic support, personnel transport, salvage and de-pollution as well as underwater services to build or operate an oil platform.

**The company used 4D to develop and deploy a monitoring, tracking, and damage resolution solution to optimize how it manages its fleet of ships.** In just one month, Bourbon internally created a 4D solution connected to its Citrix infrastructure.

This fleet management solution allows every ship to quickly diagnose damage, to communicate with its base when out at sea, and to search a database with thousands of

*«The simplicity of 4D allows you to create powerful business applications in a short time and quickly respond to the needs of your industry or organization.»*

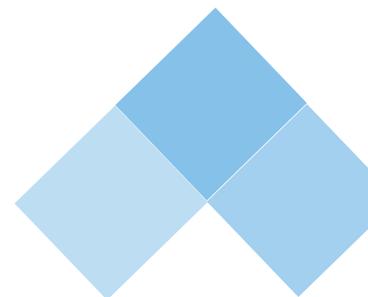
references and find the best solution to repair the damage or to direct it to the nearest shipyard.

In record time, Bourbon deployed a robust, mobile, and easy-to-understand tool for its employees. This enables them to react quickly in the face of danger, reduce downtime, and standardize its fleet monitoring procedures.

This is just one of many examples showing how 4D can be used as a flexible and efficient fast development platform to respond to a high-stakes business need in an industrial context. It can also be used to create a CRM or design a DMS adapted to your industry and your company.

By digitalizing your documentation, you can archive it in compliance with industry standards and simplify indexing.

Your DMS is open to all types of documents, text, image, or video. This puts the information you need to access at your fingertips, allowing you to file applications to get your product to market or securely store key information from your R&D.



## Rethink the way you work

*Give your teams the tools they need to focus on their core business and unleash their potential by simplifying your processes.*

Rethinking processes in order to simplify them can only help reduce the time it takes to convert a lead to a sale. It can also improve the quality of the service delivered. It's not so much a question of productivity, but rather a question of efficiency.

When BIR – a company specializing in underground urban networks – deployed an ERP developed with 4D, the efficiency of its internal processes were improved, enabling it to diversify its client base and win new contracts.

The company's transformation took place gradually: it deployed a basic solution first, and then – as its needs grew – added additional modules for accounting, site monitoring, and overhead management.

The occupational health services association ASMIS works to protect the health of employees by monitoring hygiene conditions and the risk of contagion. It set up an interconnected 4D solution with several Citrix application servers and three modules: administration, medical-professional organization, and work-

place activity.

By sharing data among health professionals, employee pathology risks can be analyzed in depth and reported by geographical area, by workstation, or by company. **With this solution in place, the association was able to raise its quality of service for employees.**

Since day one, 4D's philosophy has been to simplify the development of successful applications. By reducing the time spent on routine operations, we allow you to focus on the most complex aspects of development.

*«Since day one, 4D's philosophy has been to simplify the development of successful applications. By reducing the time spent on routine operations, we allow you to focus on the most complex aspects of development.»*



## Improve your customer relationships

*It's no secret that today's world is omnichannel. The customer experience is the primary benchmark in terms of sales, and arguably, what best defines a company's success.*

This experience needs to be personalized, contextualized, connected, and proactive. And it's not only digital: the customer's journey can begin online on their smartphone or computer, and be finalized in a store or over the phone.

Focusing on the customer experience means putting the customer at the center of your business and creating satisfying interactions, regardless of the point of contact.

Wesh Prod used 4D to design its Boost-Inn solution for hotels and the tourism industry. Boost-Inn acts as a SaaS hub, connecting all of their business tools to a single interface.

The solution works as a CRM configured for the hospitality industry. Hotels build direct relationships with their customers and gain in-depth insights into their needs. They get access to a real-time indicator of their sales performance.

**Key benefits include better profitability, with higher booking rates and improved**

**customer loyalty.**

4D enabled Wesh Prod to design a solution tailored to the specific needs of a particular industry.

And since 4D is scalable, Wesh Prod can adapt its solution to hotels of different sizes, whether they're independent establishment or part of a franchise with a larger number of rooms.

By developing your solution with 4D, you control your data. You're able to accompany your customer throughout their journey and give them more reasons to engage with you.

# Shifting into high gear

4D is a solution for creating and managing relational databases in an intuitive environment. Our approach is to simplify the creation of complex professional applications such as CRMs, ERPs, or DMSs. With 4D, you can design a custom application, tailored to your needs, that you can easily update and maintain.

## 1 TIME TO MARKET

Develop high-performance, robust, and scalable applications in record time.

## 2 REDUCED MAINTENANCE

Control your operating costs with reduced maintenance and simplified administration, allowing you to focus on integrating new features.

## 3 OPEN PLATFORM

An open platform that integrates easily into your existing infrastructure and is compatible with industry standards.

## 4 PERSONALIZED CUSTOMER SERVICE

A dedicated account manager, an effective and responsive technical support program and exclusive services designed to help you be more productive.

## 5 EXPERTISE

A team of experts at your side to support you and help you capitalize on business opportunities.

## 6 COMMUNITY

Passionate developers on five continents. 4D-hosted events, and conferences where you can network, learn and share information with 4D experts.

## 7 INNOVATION

Continuous technological innovations to meet the constantly changing needs of your markets.

## 8 WORLDWIDE NETWORK

4D's global network supports you as you expand into international markets.

## 9 SUSTAINABILITY

A sustainable environment that has won over thousands of developers and millions of users for more than 30 years.





# Talk to an expert

*Experience 4D, discover endless possibilities, and leverage best practices from the community.*

*Our experts are here to help you with your application project.*

**DISCOVER 4D**

