



2007 Skyrocket Partner for Microsoft Dynamics™ Retail Management System



New West Technologies

Dan King, President

info@newestech.com

www.newestech.com

(800) 466-7839

Portland: (503) 235-4656

Seattle: (206) 849-8619

4606 SE Division

Portland, OR 97206

System and Retail Specialties

New West is a pioneer in Microsoft Dynamics RMS, a longtime developer of ISV extensions, and a networking partner with expertise in the full Microsoft stack.

Our Business Guidelines

If you deliver what you promise, no one can get upset with you. You'll end up with a good reference account.

Why Microsoft Dynamics RMS

- Our fastest growing, most profitable line
- It's reliable and creates the best impact.
- Retail is constantly changing, and its people are fun to work with.
- Product evolution proves Microsoft's dedication and long view.

Best Business Advice Ever...

Know your tools cold. But only tell customers about the cathedral you can build for them, not about your hammers and chisels.



New West Technologies Achieves 250% Increase in Sales of Microsoft Dynamics Retail Management System

Awards and Recognitions

- Microsoft Partner of the Year 2006
- Microsoft Field Advocate (West Region) 2006
- Microsoft President's Club 2003-2006
- Microsoft Gold Certified Partner 2006
- Vertical Systems Reseller Retail Solutions Award 2005
- Microsoft Solution Development (West Region) 2005
- Microsoft Certified Partner 2002-2004
- SMB Loss Prevention Award 2006 (Small-Medium Business)

In 30 Seconds or Less

Customers tell us we rock! Seriously, even though Microsoft Dynamics RMS is the best POS solution, partner knowledge and follow-through make systems deliver results. We commit ourselves to long-term service and relationships. We research permutations of hardware, software, and retail needs. Our ISV products facilitate mobile retailing, item management, and interstore transfers. We can honestly promote "trainingless" software.



“Our wide variety in clientele makes us an expert in Microsoft Dynamics RMS Headquarters, and allows us to challenge our Microsoft Dynamics RMS extensions in very diverse environments.”

Dan King, President, New West Technologies

Our Track Record

In 1996, we began selling QuickSell, the basis of this line. When Microsoft Dynamics RMS became available, we were among the first to jump aboard. We've made thousands of presentations, yet competed with other Microsoft partners less than ten times. The line brings in 38 percent of our revenues. About 85 percent of our 25 employees work with RMS thanks to cross-training.

We began developing ISV products in 1999 to expand product usefulness, and to help other partners sell more systems.

Hardware sales make up 35 percent of revenues. Software licenses and Foundation Support account for 25 percent. Training and consulting are 25 percent, and ISV offerings bring in about 15 percent.

Retail Specialties and Expertise

Eighty percent of customers have from one to five lanes per store, and our largest have nearly 30. Single stores make up 35 percent of our customers, and many chains have ten or more stores. Our wide variety in clientele makes us an expert in Microsoft Dynamics RMS Headquarters, and allows us to challenge our Microsoft Dynamics RMS extensions in very diverse environments.

We're technical experts, but we are more focused on relationships and people. We deliver customers a solution that works right—for them. We create solutions that expand with growth. We are an infrastructure and networking partner, and have extensive expertise in these areas. We sell and configure Microsoft Exchange, Microsoft Desktop, and SQL Server for manufacturing, distributors, doctors, lawyers, etc.

Why Microsoft Dynamics RMS?

Microsoft Dynamics RMS is our most profitable, fastest-growing, and interesting endeavor. The properly installed product has

the biggest and most positive impact on operations. Retail is constantly changing, and New West can be a key player in the growth of any retail business. To be successful, retailers almost have to be “people people,” so they're rewarding to work with.

Retail is a niche market, which gives you a more “sticky” customer, and Microsoft products cement us together. If you're only in networking, you have constant competition. Retail requires advanced vertical business knowledge so you're always learning. And Microsoft is making retail knowledge pay by faithfully improving this full line of products.

And there is a “Hey, I climbed that mountain!” feeling—to set a goal and meet it. Specializing in retail has enabled us to expand. It puts us in touch with good people and keeps us in fresh gadgets, like PDAs, neat phones, and computers!

How We Help Partners Prosper

Other Microsoft Dynamics RMS partners benefit from New West because our ISV products help them stand out from the competition, close the deal, and make a satisfied customer. We know how to get and keep solutions working, and we share our knowledge and enthusiasm.

Our mobile solutions take the work—like the POS, inventory count, purchasing and interstore transfers—where the products and people are. Visit [our Web site](#) for more information, or contact our Channel Manager, John Hopkins, at jhopkins@newestech.com or (503) 235-4656.

Our extensions are sold on the well-known Microsoft licensing model. Margins are generous, and we back our products with free support, training, and marketing materials. We'll speed the sale by doing remote demos during partners' presentations.

“Other Microsoft Dynamics RMS partners benefit from New West because our ISV products help them stand out from the competition, close the deal, and make a satisfied customer.”

Dan King, President, New West Technologies

We want the Microsoft Dynamics RMS sale to occur, and for it to install successfully—even if it's not our sale. We can't effectively sell the bicycle vertical, so we'll refer those customers to our partner, Digital Retail Solutions, who cover that vertical.

What We Did Right to Expand

We apply a lot of elbow grease. We work long hours to deliver what customers really need. We expanded staff and invested in sales and marketing. We do a lot of our own marketing and are constantly adjusting our approach to increase our visibility to prospects.

Developing ISV products differentiates us and makes friends among partners and clients.

Retailers may have their attention fixed on one problem, but we show them that a well-rounded solution will make life better for customers, employees, and owners. Retailers most frequently voice complaints about inventory control first, then POS, then poor support from their current vendor.

We act as the IT department for hundreds of customers, by using the entire spectrum of remote products that a customer could use.

Internally, we run the company with a combination dispatch/core accounting/resource management tool. It helps us get tasks done, keep records, and stay administratively lean.

Challenges We Met and Beat

Some retailers bring up the lower prices for Microsoft Dynamics RMS available over the internet. We explain that Internet pricing is not a direct comparison or competition for our services. Internet resellers sell a box product. Properly installing and configuring the software adds many hours to the retailer's time for several months. We sell a solution that saves them hours every day for years.

We offer a free consultation to analyze a retailer's specific needs, then we suggest the best possible fit for their business. With that kind of approach, we usually win. A box can't deliver that.

We Corrected a Misstep When...

We were taking a bit too much for granted in our HR practices—in filtering, hiring, and training. We tightened that up and will do more coaching of new people, making sure they don't talk about features and products too soon.

We temporarily forgot that we may love tools and features, but customers don't need a lot of detail up front. The benefits become glaringly obvious over time.

How Microsoft Helps Us Grow

The Microsoft Dynamics RMS team has been exceptional in their support of New West. Communications about new releases have improved. Microsoft is concise and clear in stating goals, and in offering ways we can meet and exceed them. They've raised their understanding of retailer's problems. They support our ISV work. Our sales of Microsoft Dynamics RMS and extensions wouldn't be at their current level without Microsoft's help.

We actively use the Microsoft Dynamics RMS case studies to show real-world evidence of customer success with New West and Microsoft solutions. Case studies give customers real-world evidence how our solutions will help their business. Case studies rapidly put to rest any credibility or viability concerns customers may have.

We participate in campaigns, use the eval CDs and brochures—all the core Microsoft marketing resources. Microsoft has very wisely reinvigorated the Advisory Council. And it is very important that Microsoft is committed to a product roadmap and has begun releasing new versions.

“We want the Microsoft Dynamics RMS sale to occur, and for it to install successfully—even if it’s not our sale.”

Dan King, President, New West Technologies

The Microsoft Convergence Conference and Road Shows give us better relationships, new leads, and face-time with colleagues. Everyone is so busy, and day-to-day pressures are so high, that meaningful human contact is all too brief. So these events are valuable.

And We’re Still Growing

We’re adding staff and are planning for new growth. We’ll move more strongly into the midmarket and bring mobile retail to the world. We’ll augment resources and staff education. Technically, we’ll pursue deeper levels of integration with stack products. We never stop listening to partner and customers’ needs, and we’re always enhancing our ISV products.

Planning, Building, and Selling

About 30 percent of the president’s time goes to planning and strategizing, but he still likes to be in front of customers. He spends much time with clients and does hands-on work because he enjoys it.

Who We Hire—and Don’t

We hire people with enthusiasm, especially for putting the customer first. We hire people who take the time to understand customers’ needs, who have good work ethics and a great attitude. Of course, we need credibility and relevance in their track record.

We avoid people who cannot play well as a team or are unwilling to learn. At New West, we work as a team and each team member wears many hats. Flexibility and enthusiasm for teamwork are essential.

We like to hire a little bit of a geek, but one we can rely on to talk business. We won’t put a pure technologist in sales because that can be overwhelming and confusing for the

customer resulting in a lost sale. We want someone who is technically savvy, has people sense, and is personable.

So we tell new technical staff, “Don’t spout acronyms, product specs, and geek-speak. Just relate easy-to-understand benefits based on the pain points you’ve heard. And show prospects benefits they may not have thought about. We’re the experts. We want customers leaning on us for our expertise.”