



## BENEFITS

### BEAT THE COMPETITION

*Bring order to pipeline complexity by using data insights to give you an advantage in aggregating opportunities and resources and maximizing win rates*

### COLLABORATE TO WIN

*Align your customers, partners, teams and competitors goals to more effectively bid projects*

### IMPROVED SALES INVESTMENTS

*Allow for better distribution of funds to maximize wins with visibility to your proposed and actual sales investments across the entire portfolio of bids and proposals*

### INCREASED SALES CYCLE VISIBILITY

*Remove blind spots from your entire organization, see what you've been missing and track proposals, projects during all phases of the sales cycle*

### PREDICTABLE RESULTS

*Know your odds and ensure teams are working on the winnable proposals based on advanced analytics that can boost your profitability*

2016-2020

**INNERCIRCLE**  
for Microsoft Dynamics

Microsoft  
Partner



Gold Cloud Customer Relationship Management  
Gold Enterprise Resource Planning  
Gold Cloud Business Applications  
Gold Application Development  
Gold Cloud Productivity  
Gold Cloud Platform  
Gold Data Analytics  
Gold Data Platform

# ADVANTAGE

## COMPLEXITY SIMPLIFIED

### Arming the Aerospace & Defense industry with actionable insights that win

ADvantage by eLogic is the leading solution tailored for the complex proposal structure of companies in the Aerospace and Defense industry, built on the Microsoft Dynamics 365 platform.

Many organizations have multiple divisions, all using their own sales, marketing and production systems, giving leaders blind spots in all directions. eLogic modeled ADvantage after industry best practices, enabling you to coordinate across all opportunities, programs, and strategic initiatives across your organization. Everything you need to track your proposal process is structured and at your disposal, organized by the phases, processes, and roles involved in developing winning business proposals.

*"Having the visibility to every aspect of our bidding process has been transformational. It took us weeks to align initiatives between our teams and other divisions within our group. We lost opportunities because of it. With ADvantage we can leverage all opportunities together and gain a competitive advantage"*

**Defense Contractor Project Lead**



Intelligent Business Solutions For Manufacturers

# SIMPLIFYING A COMPLEX SALES PROCESS

## CUSTOMER EXAMPLE

Real world example of the complexity involved in the A&D sales process and illustrating how ADvantage helps customers gain better visibility into their organization and ultimately manage more effectively to win more bids.

## \$22B STRATEGIC INITIATIVE

- 11 Programs
- 50 Opportunities – spread over all Business Areas
- 13 Business Development Leads and 17 other Team members
- 5 Years (Award dates spread over a total of five years)
- 36 Customers (Funding, Contracting, End Users)
- 74 Partner relationships (41 unique companies)
- 54 Competitors identified (26 unique companies)
- 7 Companies are both Partner and Competitor
- 2 Companies are Customer, Partner and Competitor



### STRATEGIC INITIATIVE



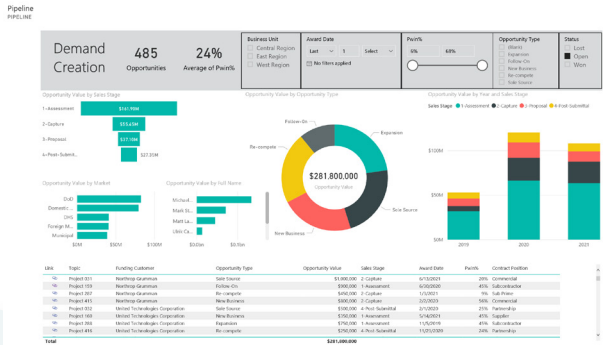
### PROGRAMS



### OPPORTUNITIES

## THE VALUE PROPOSITION

Ultimately, ADvantage puts insights within immediate reach of management, who can make informed decisions because they have a 360° view of initiatives, programs, & opportunities in one environment. ADvantage tackles the most challenging bid structures in the industry, so you can sharpen focus, optimize investments, and increase win probability.



## TAKE THE ELOGIC 14 DAY CHALLENGE

- Give us a sample pipeline including opportunities, programs, strategic initiatives, customers, partners and competitors and we will provide you a working Proof of Concept of how you can better manage this complex sales process

### ABOUT eLogic

With a 20-year history of delivering transformative digital solutions for manufacturers, eLogic remains at the forefront of applied technologies that are reshaping the industry for the future. eLogic is distinguished as a full-service business solutions provider with a 100% focus on Manufacturing.

Core vertical markets served include Industrial Manufacturing, Health & Science Technology, Aerospace & Defense Technology, High Tech, and Process Manufacturing. By combining decades of industry expertise and leadership with the most powerful technologies, eLogic accelerates their customers' advances in Sales, Marketing, & Service enablement, IoT, Artificial Intelligence, Mixed Reality, Integration, and Analytics.