

# Sofon and Business & Decision Sign Partnership Agreement for North America

PHOENIX, Ariz., Feb. 5 (SEND2PRESS NEWSWIRE) – Sofon and Business & Decision today announce that they have signed a partnership for the marketing, sales and implementation of Sofon Guided Selling by Business & Decision in the North American market. Business & Decision, an international Consulting and Systems Integration company with over 2,700 employees worldwide, has added Sofon Guided Selling to its portfolio.

Sofon Guided Selling is a standard software solution for accelerating, simplifying and improving the sales and quotation process. Business & Decision will market this solution with focus on the Infor and Microsoft Dynamics AX market.

Ian Thurbon, VP Sales Strategy & Marketing from Business & Decision comments: “Sofon Guided Selling offers significant value in addition to our current ERP and CRM portfolio, especially in the area of customer specific sales. Sofon has proven its value in the North American market and has many references in combination with existing Infor and Microsoft ERP implementations”. As Sofon provides a complete and standard solution for sales calculation, pricing, configuration and quotation generation, Sofon completes the business process coverage for our customers from first contact until maintenance and service.”

Otto van der Tang, Managing Director at Sofon comments: “Our partnership with Business & Decision will help us to strengthen our position in the North American market. Their network and expertise offers us a significant opportunity to expand our customer base in our largest geographical target market. We view the partnership with Business & Decision as an important proof point that our software meets a significant market need.”

## **About Business & Decision:**

Business & Decision is an international Consulting and Systems Integration (CSI) company. B&D is a leader in Enterprise Resource Planning (ERP), Business Intelligence (BI) and Customer Relationship Management (CRM), and a major player in e-Business and Enterprise Information Management (EIM). Business & Decision contributes to the success of customer projects by driving maximum business performance. The company has a reputation for functional and technological expertise and has forged partnerships with all of the key technology vendors. Located in 19 countries, Business & Decision currently employs more than 2,700 people worldwide.

Additional information is available at [www.businessdecision.us](http://www.businessdecision.us).

## **About Sofon:**

Sofon supplies sales support software under the name Sofon Guided Selling. Using Sofon, quotations, contracts, orders and other sales documents can be

generated quickly, simply and accurately. Sofon Guided Selling supports needs analysis, calculation, configuration, pricing, visualization and document generation in any language needed. This reduces sales costs, shortens sales cycles, increases scoring rates, simplifies sales processes and improves cooperation between clients, dealers, sales, engineering and production. Sofon can be seamlessly integrated with Microsoft Dynamics, Infor, SAP, Salesforce and other market leading ERP and CRM solutions. Sofon users are middle-sized to large internationally-oriented companies who supply client-specific products or services, such as Philips Healthcare, Ricoh, Elekta Oncology Systems, and Aebi Schmidt. Sofon is located in the USA, the UK, Germany, the Netherlands and Belgium and supports customers in over 50 countries.

Additional information is available at [www.sofon.com](http://www.sofon.com).

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