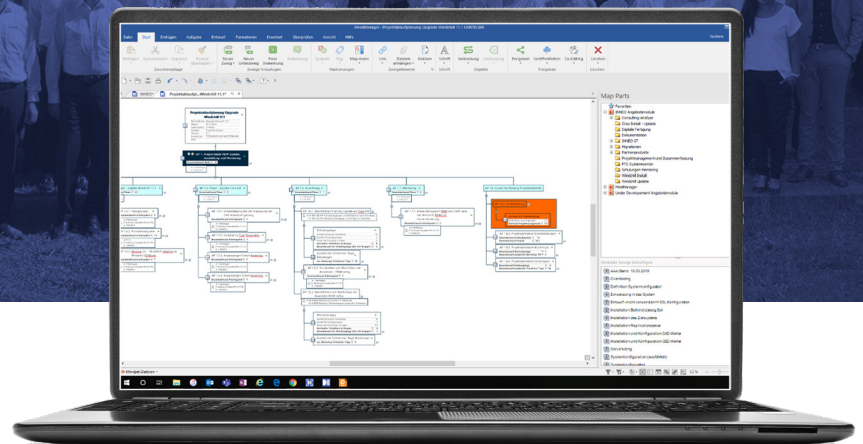


MindManager enables fast, transparent creation of customized service quotes for sales and marketing

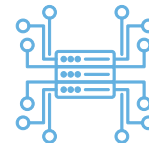
INNEO®
That's IT.



The Results



HIGHER QUALITY QUOTES
Offerings are tailored specifically to the needs of the customers



MASTER MAP TEMPLATES
Central template as basis for all new quotes



ACCURATE COSTING
Easier calculation of personnel and service costs



MORE FLEXIBILITY
Modular system makes it easier to prepare quotes

“Since we started using MindManager to create customized service quotes, not only has the quality of the quotes improved, but the entire process has become swifter and more transparent.”

Frank Deichmann,
Manager Consulting Region Nord,
INNEO Solutions GmbH

Company profile

INNEO Solutions GmbH is a renowned IT consulting firm, with expertise in product development, visualization, information technology, process optimization and managed services. With 280 employees across 12 locations in 3 countries, INNEO serves over 4,000 customers, for which it has already implemented over 15,000 IT projects.

MindManager®

MindManager software helps individuals, teams, and enterprises do great work faster by simplifying the way they capture, organize, and share information.

Streamline how you and your team meet, collaborate and share. Get your free, full-feature 30-day trial today at:

www.mindmanager.com/myfreetrial



The Challenge

INNEO's services involve highly customized consulting projects. To be successful, it is essential to carefully identify specific customer requests from the start. This is the only way to create tailored quotes and/or concepts that meet the customer's exact needs. Cooperation between engineering and sales is of the utmost importance at this stage of the process. Because INNEO has been using MindManager for various projects for almost 10 years, they decided to apply the software to creating customized quotes as well, and to help facilitate this close collaboration.

"As for the quotes, it is essential that sales submit a suitable proposal with as much detail as possible – figures where workdays, and training, hardware and software costs come as close to reality as possible," explains Frank Deichmann, Manager Consulting Northern Region at INNEO.

INNEO used to prepare these quotes using simple Word documents, but did not achieve optimal results with this approach. So, Deichmann started to look into alternative possibilities. He was very familiar with the flexibility of MindManager, so he looked for a way to represent all quote preparation and project planning specifications in a map.

The Solution

The inflexible Word or PDF templates they had been using to create quotes required a great deal of effort when adapting them to the specific customer situations. To solve this problem, Deichmann's team created a map that integrated all aspects and subjects needed to create a new quote, and then filtered down to only what was required on a case by case basis. "Using power filters, these 150 percent maps allowed us to prepare various quotes fairly effectively," says Deichmann. However, this approach did not cover all quote specifications they needed to provide, and seemed to be rather complicated. As a result, Deichmann reversed his original process. Instead, he created a blank map template, a "master" map, in which they could incorporate all necessary information for a customized quote in the form of individual map parts.

The objective of this new strategy was to allow for more flexibility when creating a project plan and/or specific quotes. While the final output is still a PDF, the internal working base is the map template that can be accessed by both the sales department and the engineers of INNEO.

This master map is located on the company's SharePoint server so that everyone can access it through OneDrive. Using the map parts like you would building blocks, they can now prepare customized quotes and create, schedule, and assign work packages.

Many engineers and sales personnel, along with Deichmann himself, use this master template to design and assess the costs of projects. "The current version of MindManager makes everything even easier than before, as the resource costs of a project can be determined faster and represented in a clearer way."

To see more MindManager customer case studies, visit www.mindmanager.com/customers

It used to be somewhat complicated to differentiate between days and hours. Now, the handling of resource costs is more flexible, as daily and hourly rates can be combined easily. "This makes it easier and more efficient for us to calculate consulting services, trainings and other fixed costs," says Deichmann.

Deichmann also finds the new Snap feature extremely helpful as it allows for more efficient work on the go. He says this makes it easier to incorporate ideas or approaches you come up with while you are away from your desk into your projects.

"Our business is about finding solutions for specific customer needs. To do so, we must first understand and structure the requirements, and then prepare a quote. With MindManager, we can perform all these steps on one platform."

Frank Deichmann,
Manager Consulting Region Nord,
INNEO Solutions GmbH

The Results

Deichmann and his colleagues have been working with the "master" map and the associated map parts for about a year now. Since the transition, they have been able to observe several impacts.

Not only are the quotes even more specifically customized to the requirements of the customers, the entire process has become more transparent and much easier to implement. "Earlier, it was sometimes very time consuming when we had to adapt something," Deichmann recalls. "Now, it can be done quickly as the individual modules can easily be incorporated into the map."

Even though only a few customers currently wish to receive their quote as a map-based HTML export, more and more customers are beginning to accept this presentation method. "With a few clicks, we can export the maps into a Word document," says Deichmann. But he is always happy when a customer prefers to receive quotes in the original mind map template.