



## FOR IMMEDIATE RELEASE

### Gerber Technology launches MarketNet's incommand Lead Management software

**SPRING LAKE, Mich. — February 7, 2011 —** MarketNet Services, LLC, a lead management solutions company, today announced the launch of the incommand Lead Management System™ for Gerber Technology, a manufacturer of the world's leading brands of product lifecycle management (PLM) solutions, product data management (PDM) solutions, and CAD/CAM automation systems for the sewn products and flexible materials industries.

The incommand system is based on core lead management modules that are particularly well-suited for companies with complex sales channels and lead distribution requirements. Gerber's sales channel is comprised of an international direct sales force and many independent distributors and agents. The system for Gerber features:

- Fast, automated lead distribution to the most qualified sales representative based on geography, vertical, industry and source
- A 360 degree view of sales and marketing activities for prospects, leads and customers (a comprehensive marketing database)
- An online territory management module to create, edit and delete territories
- Lead scoring to help sales representatives prioritize their follow-up activities
- Online customer satisfaction surveys which collect lead feedback and sales data, closing the loop on the lead management process

The next phase of development includes real time integration with both SAP CRM and Salesforce.com to allow direct sales representatives to view and act upon leads in their native CRM applications. The CRM-lite functionality inside of incommand that allows users to set appointments and other activities against leads will be used by the independent agents and distributors that do not have access to the corporate CRM systems.

"Leads are expecting a fast response when they inquire about our products. Our offering is very technical and differs by industry, creating the need for sales representatives that specialize in particular segments. It is extremely important that the right representative, the one best-suited to handle the lead, receives the lead" said Bill Brewster, president of Gerber Technology's Software Solutions division. "MarketNet's lead management system suited our needs not only in accurate lead distribution but also in serving our channel partners. We'll now be able to generate, distribute and track leads globally."

"Gerber Technology is a great fit for MarketNet and the incommand Lead Management System" said J.T. McDonald, President, MarketNet Services, LLC. "Their global presence makes use of our international dataset which includes every city, state and country in the world. We're excited about the future integration projects and growing our lead nurturing system to serve multiple languages."

## ABOUT GERBER TECHNOLOGY

Gerber Technology ([www.gerbertechnology.com](http://www.gerbertechnology.com)) is comprised of four businesses that serve distinct market segments. These include the **Composites and Automation Solutions** group which serves aerospace, fabrication and construction markets with ply cutting, laser templating and laser metrology

solutions; the **Global Software Solutions** business which offers the world's leading product lifecycle management (PLM), product data management (PDM) and CAD automation solutions for the retail, footwear and apparel businesses; the **Sewn Products Solutions** business which provides textile cutting and spreading systems to apparel and flexible materials manufacturers in all regions of the world; and **Gerber Innovations**, North America's only full-line manufacturer of automated cutting hardware for the packaging industry. In all markets, Gerber's solutions significantly improve productivity and reduce costs.

Gerber Technology's world headquarters are located in Tolland, Connecticut, U.S.A. with regional offices, agents and distributors in 129 countries serving nearly 23,000 customers. The company designs and manufactures its products in various locations throughout North America, Europe and Asia. For more information about Gerber Technology, visit us on [Twitter](#), [YouTube](#) and [LinkedIn](#).

## ABOUT MARKETNET

With a philosophy of "No Lead Left Behind®," MarketNet creates lead management software for people who:

- Want to capture, respond to, distribute and track leads from all sources
- Need immediate lead notification sent to the best-suited sales person based on their channel sales strategy
- Require automatic follow-up and lead nurturing to increase sales closure rates
- Want to know what the sales person actually did with the lead
- Must be able to justify their marketing campaigns by measuring ROI

Clients such as The HON Company, Konica Minolta Business Solutions, U.S.A., Inc., 4Front Engineered Solutions, BrassCraft, Inc. (A Masco Company) and others have partnered with MarketNet to leverage their marketing investments, yielding more leads and converted sales per dollar spent. Founded in 1996, MarketNet is based near Grand Rapids, Mich. For more information, please visit MarketNet at [www.marketnetservices.com](http://www.marketnetservices.com).

### **MarketNet Services, LLC Contact:**

Jennifer Jurgens

800.790.6638

[jennifer@marketnetservices.com](mailto:jennifer@marketnetservices.com)

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