



## TechDiscovery transformed SalesCloser into a leading Web-based application for home builders

### **The Client**

In 2002, Sales Effectiveness Partners acquired SalesCloser, a desktop ERP system for home builders.

### **The Challenge**

Sales Effectiveness Partners hired TechDiscovery to transform SalesCloser from a desktop software solution to a subscription-based Web-based offering. They wanted SalesCloser to become the sole, mission-critical application used by home builders, new homebuyers and prospects.

### **The Solution**

TechDiscovery evaluated the existing functionality offered by the desktop application, and set out to build a new Web-based SalesCloser application, utilizing the latest Microsoft .NET and SQL Server architecture.

The demands were far-reaching in scale and scope. In addition to being intuitive and easy-to-use, the system had to include all of the functionality necessary to support sales, prospect management, contract, and inventory management for small to mid-sized home builders. Furthermore, the application had to perform adequately in a dial-up internet access mode.

*"TechDiscovery has been an ideal development partner for our growing ambitious company and has provided deep talent and resources to build a mission critical, scalable, flexible application. They have truly worked as part of our team, demonstrating ownership of the product."*

President, SalesCloser

## **The Result**

Today, SalesCloser is a turnkey construction management solution integrated with Intuit's Master Builder. The first of its kind, TechDiscovery achieved the integration by leveraging the power of .NET Remoting, XML, .NET to COM Interoperation and ASP.NET Web Services.

SalesCloser now supports the entire construction and sales continuum, from an initial prospect meeting and quote generation to contract execution. A robust administration section allows the builders to create and maintain relationships between communities and lots, which results in reduced errors.

TechDiscovery was involved in the entire deployment process, including tradeshow attendance and communication with Sales Effectiveness Partners' customers.

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