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Edgewater Fullscope Announces Participation at the 2018 AED Summit & CONDEX

Helping Equipment Distributors Transform Their Business to Win Big

Athens, AL, Jan. 16, 2018 (GLOBE NEWSWIRE) -- Edgewater Fullscope, a leading provider of Microsoft Dynamics 365 (formerly Dynamics AX and CRM), a modern technology platform for distributors and manufacturers, will be participating at the [2018 AED Summit & CONDEX](#). Associated Equipment Distributors (AED) is an international trade association representing companies involved in the distribution, rental and support of equipment used in construction, mining, forestry, power generation, agriculture and industrial applications. This annual event, will be held at the Mirage in Las Vegas, January 15-19.

As a trusted solution provider to equipment dealers, Fullscope is hosting an educational session, ***How Equipment Distributors are Transforming Their Customer Engagement and Winning Big***, on Wednesday, January 17th at 2:45 pm in the Antigua A room. Client relationships and maximizing follow on sales are critical for every equipment distributor organization. This seventy-five-minute session will focus on why equipment distributors like Milton CAT are relying on cloud technology to improve client relationships. This session will specifically showcase how to improve your customer experience by optimizing customer-facing work streams such as delivering a 360 degree Account Management view, managing opportunities for your sales team and rentals at job sites and tracking both your equipment and the competition at a customer. You can leverage these capabilities regardless of existing ERP system whether it be DBS, Microsoft or SAP technologies.

"There is a huge opportunity to maximize client relationships and follow on sales by automating processes," said David Kohar, Managing Director at Edgewater Fullscope. "Having insightful interactions are absolutely key to a successful equipment distributor relationship with customers, that ultimately drives revenue growth."

About Edgewater Fullscope

Edgewater Fullscope delivers innovative Microsoft ERP, CRM and BI solutions and services on premise or in the cloud to companies in North America and Europe. The award-winning company is one of the largest resellers of Microsoft Dynamics 365 (formerly Dynamics AX and CRM). We also offer strategic consulting delivering a blend of classic and product-based consulting services that help clients reduce costs, improve processes and increase revenue through the judicious use of technology. For more information, visit www.fullscope.com.

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