

Axonom and CMTC Team Up to Offer Comprehensive Technology and Services for Southern California's Manufacturers

Small and medium-sized manufacturers in southern California offered an exclusive software and services package to stimulate innovation, productivity, and growth.

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Axonom, a global provider of cloud-based product configuration and portal software, today announces its partnership with California Manufacturing Technology Consulting® (CMTC) to deliver [Powertrak software](#) and training services to Southern California's manufacturers from Fresno to San Diego.

The [Axonom and CMTC program](#) offers small and medium-size manufacturers (SMMs) with comprehensive implementation services, Microsoft Dynamics CRM or Salesforce.com, and world-class Powertrak software such as sales quoting and ordering, interactive 2D/3D visual product configurations, customer/partner portals, and sales forecasting. In addition, customers receive specialized training services fostering operational improvement and workforce development, leading to job retention and company growth.

"This program is a win-win-win for all parties involved," said Mike Belongie, COO at Axonom. "The customer receives cost savings from the partnership while receiving premier technology products from Axonom and full training services from CMTC."

Utility Trailer Manufacturing Company, the industry's largest manufacturer of refrigerated trailers and a leading manufacturer of dry freight vans, flatbeds, and Tautliner® curtain-sided trailers, through CMTC selected Axonom's Powertrak Configure-Price-Quote software to power its sales quoting processes.

"Finding a company with a sales configurator and [channel partner portal](#) available as one unified application, with seamless integration into Microsoft Dynamics CRM were the driving forces in the selection process," said Lisa Drake, director of information technology at Utility Trailer Manufacturing Company. "It will enhance our ability to respond and secure business."

[CMTC](#) is a non-profit consulting firm and the National Institute of Standards and Technology (NIST) designated Manufacturing Extension Partnership Center (MEP) in southern California. One of CMTC's goals is to identify and transfer technologies that improve competitiveness, innovation, and value specifically for SMMs.

"Enabling the adoption of technologies by SMMs will improve their ability to respond to growth opportunities," stated Jim Watson, CMTC's President and CEO. "Partnering with Axonom will bring technologies to SMMs that will enhance their ability to compete in the global market."

Axonom's comprehensive line of business solutions for manufacturers that sell make-to-order, assemble-to-order, and configure-to-order products include Powertrak [Configure-Price-Quote](#), 2D and 3D Product Configurator, Customer and Partner Portals, Forecasting, and Design Win.

With Powertrak, California manufacturers have an end-to-end solution suite to:

- Streamline the Design Win process, improving sales and production forecasts
- Automate complex sales, procurement, and manufacturing processes
- Better manage the quote-to-cash cycle with CPQ solutions such as guided selling and real-time 2D/3D visual product configurations
- Streamline partner and customer interactions and transactions

Belongie adds, "When manufacturers see how Powertrak solves many of its business processes in a single, cloud-based platform, at a fraction of the cost of competing solutions, they know they have found the right solution."

Southern California manufacturers interested to see how much they can save on software and services from the Axonom and CMTC partnership are asked to visit the program's page and complete the online form.

About Axonom

Axonom is an independent software vendor that develops, designs, and markets Powertrak, the innovative B2B revenue management suite for high-tech and manufacturing industries. Powertrak enables companies to successfully sell and service to its customers and partners in an environment that requires multi-level relationship tracking, web self-service, partner/dealer loyalty management tools, streamlined quote-to-order processing, service revenue management, hassle-free payment options, and a worldwide presence.

Enriched with mobile extendibility, the Powertrak solution suite includes: Configure-Price-Quote (CPQ), Interactive 2D and 3D Product Configurator, Customer and Partner Portals, Design Win, Forecasting, Service Revenue Management, and SaaS Recurring Revenue Management. By delivering more transactions more efficiently through channels at a lower cost, Powertrak helps customers achieve greater profit potential. For more information, please visit <http://www.axonom.com>.

About CMTC

A private, nonprofit corporation established in 1992, CMTC is the Southern California affiliate of NIST MEP, under the Federal Hollings Manufacturing Extension Partnership (MEP) program, a network of more than 60 centers across the country that provides assistance to small, medium and large manufacturers. CMTC serves Fresno to San Diego/Imperial County and works in conjunction with Manex, the northern partner, to represent the MEP system in California and work in close collaboration on all manufacturing issues and opportunities within the State of California. For more information, visit <http://www.cmtc.com> or follow us on LinkedIn, Facebook or Twitter. Subscribe to our manufacturing network blog at <http://www.cmtc.com/blog>.