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New Strategy, New Growth: CEO Dave Horne Keeps XPORTA on Track



Sometimes the trick to building a successful business comes not in its creation but in stimulating its continuous growth. Once a company is on its feet, products and services must be consistently presented to customers in an appealing and user-friendly manner. The trick to this can often be a fresh pair of eyes, usually coming with a new management team or visionary company leader. Dave Horne, president and CEO of XPORTA, has proven himself as such a leader, and upon joining

the company has taken it to new levels of success in a relatively short span of time.

Horne joined XPORTA in 2002, having most recently worked with i2, where as executive vice president and general manager of their Supplier Relationship Management (SRM) business he led a team of over 900 developers in delivering a comprehensive SRM footprint. Once with XPORTA, which was founded in 1999 in response to growing global sourcing efforts among manufacturers, Horne immediately went about focusing on the company's highest impact market, Global Supply Strategy, pushing the company to its full potential. A new sales model was developed in order to more rapidly get the product to customers, focusing on companies struggling to develop an optimal global supply strategy.

"The model we've developed at XPORTA is built upon the concept of a 'low-cost pilot' that represents the exact product and methodology that the customer will scale to, once they've achieved benefits," said Horne.

This pilot program strategy aims at making companies users before customers, familiarizing employees with all aspects of the

product through a series of training sessions. Though it is becoming a fairly commonplace business strategy, XPORTA strives to improve upon it by essentially offering more for less. After an on site one-day basic product training session, XPORTA leads customers in a two-day session on Global Supply Strategy Methodology in which company representatives work through potentially real problems on their own systems. Additional follow-up support continues for 30 to 60 days, ensuring that the solution has a fit in each customer's business. This is made available at a comparatively low rate (\$25,000), allowing a variety of companies to take advantage of XPORTA's Global Trade Intelligence (GTI) database.

"XPORTA stays competitive by focusing on the specific problem of Global Supply Strategy, keeping our costs low -- so we can keep our prices low, and building on the inherent advantages of being the first to the market," Horne explains. "Even a small company or a division of a large company can get started with our products at an affordable cost of entry."

With this new strategy in place, XPORTA has recently added several notable companies to its list of customers, including Levolor, Motorola, Ingersoll-Rand, Kennametal, Rockwell Automation and Pepsi. As a result of the company's success and for demonstrating exemplary thought leadership in his field, Horne was recently selected for the Supply & Demand Chain Executive 4th annual Pros to Know list.

Horne's management techniques provide a replicable example that other growing companies can learn from. "My advice is to hone in on your distinctive competency and get everyone in the company focused on it and to fight the temptation to maximize revenue out of every customer. Instead, seek profitable ways to engage more customers using a less invasive sales model."

Contact XPORTA at www.xporta.com