



# MOBILIZING THE SALESFORCE

## 2005 COMPUTERWORLD HONORS CASE STUDY

### MANUFACTURING

IMPROVED INFORMATION WORKFLOW PROCESSES INTERNALLY AND EXTERNALLY ALLOWS EMPLOYEES TO BE BETTER CONNECTED TO CUSTOMERS AND BETTER ABLE TO MEET THEIR NEEDS AND ASSESS THEIR ABILITY TO PAY, WHILE THE COMPANY SAVED MONEY AND IMPROVED INTERNAL COMMUNICATIONS AND CUSTOMER SERVICE. [20055377]

*A Search for New Horizons*



### SUMMARY

Rockwool implemented iAnywhere Pylon Anywhere technology to improve information workflow processes internally and externally. Employees became better connected to customers and were better able to meet their needs and assess their ability to pay, while the company saved money and improved internal communications and customer service.

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### APPLICATION

The shrinking global economy and the commoditization of many products has lifted customer service to the forefront of business priorities for smart companies around the world. Rockwool Polska Sp z o. o is a business unit of the Rockwool Group and manufactures stonewool products used as thermal, acoustic, and fire insulation for the construction and technical installations industries. The company is located in Denmark. and has been in business for more than sixty years and operates twenty-two factories in fourteen countries across Europe, North America and Asia. Rockwool International employees more than 7,000 people

For few years Rockwool Polska attempted to equip its employees with laptops and PDAs to keep its far-flung empire better connected to the headquarters in Poland. However, the time it was taking to set up the notebook, synchronize Microsoft Exchange and Outlook, read the new information and launch new tasks was too slow to be useful by the employees. The company tested many software applications before trying iAnywhere Pylon Anywhere.

This new application was superior because it was faster and more reliable. It provided the possibility to run mail, calendar and contract database regardless of time or location and at the same time allowed to have an easy and quick access to sales information. Implementation of Pylon Anywhere has allowed access to Microsoft Exchange functionalities from PDA hardware equipped with the PocketPC operating system. As a result, Rockwool employees equipped with palmtop computers can now efficiently access email, calendars and their personal contact databases when performing their duties outside the office. Pylon Anywhere also allows for synchronization of booked meetings and contacts using SyncML-equipped mobile phones.

The Pylon Anywhere system helps Rockwool field employees tap into a centralized database and identify poor risk customers, or those who have a history of late payment. Single estimated saving from that element of the system amount to about US\$200,000 during the first year of using. Beyond that savings, the company is able to generate an additional US\$88,000 annually due to increased efficiencies, and estimates is saves US\$763 per sales rep each month due to its employees' ability to instantly tap into information at headquarters.

### BENEFITS

Versatility, leading to improved efficiencies, is the greatest benefit of the Pylon Anywhere system to Rockwool. It connects sales reps and other field personnel to the headquarters system in the shortest time possible and is versatile enough to bring varied hardware and software systems together. Despite the fact the most of the sales reps have very similar duties and represent the same product line, many of them need very specialized Outlook or Exchange configurations, which Pylon is able to apply on an individual-by-individual basis.

The Pylon Anywhere application is also able to prepare separate profiles for individual users and user groups without much involvement from Rockwool and in a timely manner. Sales information received online allows for thorough and appropriate client service. Customers who are behind in payments can be treated differently

than customers who are current, which not only means greater protection for Rockwool, it also means that customers who are current can get better pricing and service befitting their status.

Between improved efficiencies and enhanced revenue generation, the Pylon Anywhere system is worth approximately US\$200,000 annually to Rockwool. Its impact on employee satisfaction and customer relations is immeasurable, but believed to be highly positive.

## **IMPORTANCE**

Information Technology is at the heart of the Pylon Anywhere project, and its success has raised the department's standing and profile at Rockwool. It is credited with helping to develop a stable, reliable product that is easy to use and simplifies workflow. IT worked closely with sales and marketing to ensure the product that was introduced in the field was the one needed to serve its intended users. It is fast, accurate and reliable, and is very slow to reach capacity.

## **ORIGINALITY**

Developing a company-specific tool that serves a myriad of hardware and software applications was so challenging that Rockwool wondered if it were even possible before finding the Pylon solution. No solution offered by any other company featured the combination of speed, versatility, and reliability that is at the core of the Pylon solution.

The ability of Pylon to synchronize Outlook and related information (calendars, tasks, contracts, etc...) proved to be just what Rockwool needed. Further, Pylon's ability to customize its product to meet Rockwool's needs (and exceed its expectations) is extraordinary.

## **SUCCESS**

The Pylon Anywhere system is fully operational and is exceeding Rockwool's expectations. About 40 sales reps are directly affected, and they are delighted with their own increased efficiency and improved customer service. The application has been in use, and effective, for about one year. Rockwool has purchased 50 licenses for about US\$8,720.00. The system returned its investment to the company in about a month and pays dividends every day.

## **DIFFICULTY**

Characters in the Polish alphabet were a problem at the beginning, as were the characteristic Polish signs in surnames. The Pylon Anywhere system support staff was able to adjust to these needs and the problem has been solved.