

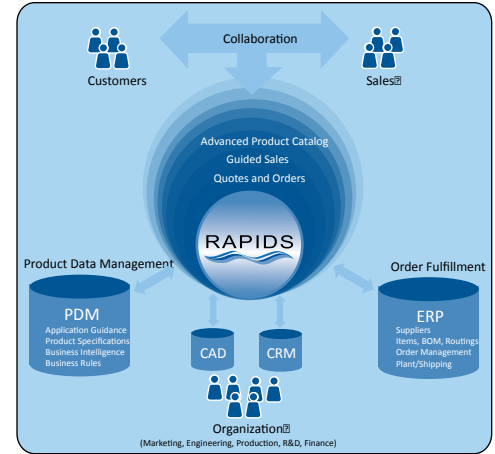
RAPIDS HELPED SA ARMSTRONG
SLASH QUOTE LEAD TIMES
FROM WEEKS TO HOURS



CASE STUDY

THE PROBLEM >

- Long quotation lead times
- Sales staff spending time on non-value-added activities
- Product-driven sales as opposed to customer need driven sales
- Missed opportunities because of a high cost to quote
- Time-to-market for new product introductions was too long
- Accuracy in the quoting process



THE SOLUTION >

SA Amrstrong worked together with Konverge to fully understand the problem domain, not only from the technical side but also from the organizational side. Konverge worked with the complete Armstrong business team to fully map out and envision the ideal solution. Borrowing from ideas and concepts introduced with Armstrong's internal homegrown selection program, ACE, a new platform was born. The new platform was RAPIDS - an advanced product selection and configuration solution. The core of Rapids is the GDC (Generic Data Configurator), a unique concept of wrapping the whole know-how of the organization around the customer. What's more, the GDC is completely configured by the Product Experts, not the IT people.

THE INNOVATOR >

Since its founding in 1934, SA Amrstrong Ltd. has pioneered an uncompromising range of fluid flow pumps and heat exchangers for global residential, commercial and industrial markets. The Amrstrong name is a benchmark for quality in design, engineering and manufacturing, and their products are internationally recognized for design efficiency, long service life and operating economy.

As part of Armstrong's extensive range of services, it offers its customers ready access to expert, personalized engineering support. Their experienced staff addresses all questions and provides individualized technical assistance. From product selection to providing installation and operating instructions, SA Armstrong is a leader in technical service.



THE RESULT >

FASTER TIME TO MARKET

- Quote lead times slashed from weeks to hours
- Customer-centric sales model – putting the customer first
- Improved forecasting = improved delivery times
- 100% accurate & valid quotes
- Central record of all quotes
- Solution selection capabilities, not just product selection
- Average 3 week new product introduction
- Product experts, not IT people, responsible for maintaining pricing, selection, engineering data

THE DEVELOPER >

Konverge Digital Solutions Corporation, with roots dating back to 1994, is a focused Information Technology consulting firm that provides an unmatched level of personalized services and efficiency. Our mission is simple: to build value-creating applications that eliminate the manual business processes in your organization, enabling your team to achieve and exceed business goals and objectives. Our company is focused on your company's success.

