

Continental Lab Products

Case Study



Continental Lab Products is a leading manufacturer and marketer of products for molecular biology, including electrophoresis, blotting, liquid handling and nucleic acid purifying equipment.

OBJECTIVE

Continental Lab Products wanted to improve its salespeople's productivity, enabling them to see more clients, increase sales and give them a competitive edge.

SOLUTION DESCRIPTION

To sell directly to customers, Continental Lab Products sought to increase efficiencies and improve customer service by using technology. The company's ServiceOne Program is a real-time, web-based system that enables the company's customers and sales representatives to place orders, get quotes and follow up on orders. ServiceOne is built around an inventory and order management packaged from AdvancedWare. It is fully integrated with the company's Epicor® Dataflow ERP software.

The Continental Lab Products sales force consists of 26 direct sales reps located in the United States and across the world. The initial rollout included Panasonic® Toughbook® W2 mobile computers equipped with Verizon Wireless™ PC 5220 cards, establishing high-speed wireless connections in those areas where reps could take advantage of 1xEV-DO technology and 1X where they cannot. The reps can access key ServiceOne business applications, Microsoft® Exchange and Office productivity software, the corporate intranet and Best Software® ACT!® contact management software. Access to these applications is available through CDMA2000 1X/1xEV-DO service from Verizon Wireless.

"There was a missing link between our manufacturing and operations and the customer interface," says Scott Cranford, vice president of sales at Continental Lab Products. He set out to find the solution that would ultimately evolve into Continental Lab's ServiceOne Program. After Cranford met solutions provider Zumasys at a seminar in the fall of 2003 and presented all his business requirements, Zumasys recommended mobilizing the sales force using Citrix® MetaFrame® Presentation Server and EV-DO. Continental Lab began with a five-person pilot in October



COMPANY DESCRIPTION

- Continental Lab Products, a 15-year-old, privately held company, that manufactures and markets products for molecular biology. It employs 300 people.

OBJECTIVE

- Improve productivity of salespeople, enabling them to see more clients, increase sales and give them a competitive edge

SOLUTION DESCRIPTION

- Sales reps use Panasonic Toughbook W2 computers equipped with Verizon Wireless PC 5220 cards to access business applications through Citrix MetaFrame Presentation Server, including inventory and order management software from AdvancedWare, Epicor Dataflow ERP, Microsoft Exchange and Office, the corporate intranet and the Best Software ACT!
- Salespeople connect to applications via CDMA2000 1X/1xEV-DO service from Verizon Wireless
- Solution based on EV-DO and Citrix MetaFrame Presentation Server
- Salespeople have real-time access to customer order and inventory information, as well as productivity resources, whether in the office, on the road, or at a customer location

RESULTS

- Increased sales productivity, leading to a vastly improved ability to respond to customer needs and provide a consultative sales approach
- Fulfilling 98 percent of customer orders within 48 hours
- Turning around quotes within 24 hours instead of days

2003, and one month later the system went into production. Continental Lab was one of the first businesses to use the Verizon Wireless BroadbandAccess EV-DO service in the U.S.

RESULTS

EV-DO enables Continental Lab to improve the quality of customer service and ultimately to sell more products directly to customers. "We are more responsive to customers—which is our goal—and our sales force has measurably increased its productivity," says Cranford.

Salespeople now turn around quotes in 24 hours, compared to days before the mobile data solution. They no longer have to write down the

items, return to the office to get the pricing and call the customer back. Quotes are virtually instantaneous—even from customers' lab benches.

Customers have more lab products to choose from and they get their orders more quickly. "ServiceOne and the CDMA-based network allow us to give pricing for 1,100 line items," says Cranford. "Before, reps would typically quote 10 to 15 products, so our customers typically only knew about and ordered those 10 to 15 products. Now we are seeing an increase in the number of different products our

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*Scott Cranford
Vice President of Sales
Continental Lab Products*

customers are purchasing from us."

The mobile solution has enabled Continental Lab to vastly improve its order fulfillment times. Today, 98 percent of orders go out within 48 hours, and 92 percent are shipped within 24 hours. "We're seeing improvement in our service levels and our sales growth. We're also seeing higher retention of our sales reps," says Cranford.

The sales reps love the system. "They feel they are out of the dark ages," says Cranford. Not only can sales reps keep close tabs on their customers' orders and resolve problems more quickly, but also they can see their sales numbers for the last four years on a daily basis, enabling them to view how they are performing against quota.

"By equipping our sales force with the right tools, they can focus their efforts on increasing revenue and seeing more clients per day without being slowed by traditional forms of communication," says Cranford. "Our sales team can access the same information from the field as they would in the office in real time, making them more productive, consultative and responsive to the needs of the customer. That gives us a competitive edge."



Continental Labs is the 2004 winner of the A-List Award in the Best of Class category.

The 3G cdma-A-List Awards program honors the leading builders of successful wireless data solutions based on 3G CDMA2000 1X or 1xEV-DO technology. To learn more about the A-List, please visit www.qualcomm.com/enterprise

SUPPORTING PARTNERS

The A-List also recognizes supporting partners for their enabling role in assisting winners with their wireless data deployments.

