

Valor Computerized Systems

Case Study



Valor Computerized Systems is a leading provider of engineering software solutions to the printed circuit board (PCB) design, fabrication and assembly industry. More than 600 companies, including Apple, Bose, Flextronics International, IBM, Intel, Motorola and Visteon depend on Valor's software to design and manufacture PCBs safely and efficiently.

OBJECTIVE

Valor Computerized Systems was looking for a way to improve the productivity levels of its mobile workforce. Previously, sales reps depended on expensive and unreliable hotel dial-up lines or client access lines to check email and conduct other business from their laptop computers, all of which was diminishing their effectiveness on the road. The company sought a solution that would help increase the number of customer site visits by its sales force and improve overall employee productivity.

SOLUTION DESCRIPTION

Valor teamed with integrator Zumasys to develop a 3G CDMA-based solution that would solve its mobile data needs.

According to Ulrich Gottschling, CFO and vice president of operations at Valor, he and his team were aware of Wi-Fi and wireless WAN solutions but were not sure how effective those options would be. "We went to a customer meeting with Zumasys, and I was sold on CDMA as something that could benefit us," he says.

The solution involved setting up 25 of Valor's 35 U.S.-based employees—sales reps, executives and engineers—with their own Sierra Wireless AirCard® 550, which enable wireless connectivity through the Sprint® CDMA2000 1X network. The AirCards reside in Dell™ Latitude™ CPXJ or D600 notebook computers. Users connect via the point-to-point tunneling protocol (PPTP) and use secure client software from Check Point Software. The mobile sales force can connect to the Internet through the Sprint network and establish a virtual private network connection to their local office. Employees are able to access the company intranet, conduct file trans-



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COMPANY DESCRIPTION

- Valor Computerized Systems provides engineering software to the PCB design, fabrication and assembly industry. It employs 300 people worldwide, about 35 of whom are based in the North American office in Southern California.

OBJECTIVE

- Improve the productivity levels of its mobile sales representatives by allowing them to access Valor's intranet, email and other applications from anywhere and at any time
- Increase the number of customer sales calls
- Respond to customer queries more quickly

SOLUTION DESCRIPTION

- Dell laptops equipped with Sierra Wireless AirCards for 35 salespeople, engineers and executives that travel a nationwide service area
- Secure connections via the Sprint CDMA2000 1X network over PPTP and a Check Point Software secure client to Valor's intranet, email server, Onyx CRM and the Scala accounting system
- Wireless remote access to critical customer and business data reduces unproductive travel time and makes on-site visits more productive

RESULTS

- Increased sales team's productivity, improved response to customers and reduced downtime while traveling
- Increased face-to-face customer visits 20 to 25 percent, allowing for two to three more visits per sales representative per day, boosting overall sales
- Saved \$30,000 by eliminating expensive hotel dial-up lines and Wi-Fi subscriptions

fers and access the company email server, Onyx™ CRM and the Scala® accounting system.

Because most Valor customers are Fortune 500 companies, the ability to retrieve information from the CRM database during client meetings is vital to the company's mobile workforce. Salespeople access the CRM database to define configuration and discover client information, such as how many software licenses a customer has and which product modules the customer is using. This knowledge allows the sales rep to upsell or cross-sell more effectively. When engineers are on client sites, they can access the Valor servers to retrieve installation information, customization requirements or learning materials for client training sessions.

One highlight of the implementation was the speed with which it was delivered.

It allows us to connect in real time to critical data so that we can work on a one-on-one basis with our customers. CDMA has clearly improved the quality of our communication and response time.

*Ulrich Gottschling
CFO and Vice President of Operations
Valor Computerized Systems*

Zumasys met with Valor in late December 2003 and, by mid-February 2004, 83 percent of the North American team was able to access the applications over 3G CDMA.

There was virtually no learning curve for the end users. Gottschling says this project was one of the easiest that Valor has rolled out, "We just sent the cards out, and people started using the CDMA network; the ease of use was so simple, and increased productivity was immediate."

RESULTS

According to Gottschling, Valor's payoff for implementing a 3G CDMA-based solution exceeded all expectations. He says that sales rep visits to customer sites have increased a dramatic 20 percent to 25 percent as a direct result of having wireless access to the information they need. "Sales reps don't even bother hooking up to broadband or dial-up connections when on the road anymore; they just pop open their laptops and start working." This ability equates to two or three more sales visits per day, ultimately increasing Valor's bottom line.

Valor has also been able to eliminate Wi-Fi subscriptions and expenses for hotel dial-up lines that ran approximately \$30,000 per year. Gottschling says he sees this type of implementation as the next step in communications. "It allows us to connect in real time to critical data so that we can work on a one-on-one basis with our customers," he says. "CDMA has clearly improved the quality of our communication and response time."



Valor Computerized Systems is a 2004 Finalist for the A-List Award in the Small Company category.

The 3G cdmaA-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.

