

Momentum Group

Case Study



The Momentum Group sells commercial upholstery to furniture builders, architects and designers in office, healthcare and hospitality markets across North America.

The company employs a direct sales force along with a smaller agent channel that call on purchasing personnel within these organizations. Major offerings include woven fabrics, leather, vinyl, cubicle cloth and extensive custom services.

OBJECTIVE

The Momentum Group was looking for a way to ensure that its sales reps always had the right information and fabric samples in face-to-face meetings with potential customers. Traditionally, sales calls meant toting hefty 50-pound bags of fabric samples that were selected to meet perceived client tastes. But all too often, customers requested additional samples that were not in the on-site bags, which meant rescheduling the appointment and risking losing the business to interim sales calls by competitors.

The company determined that it could increase its closing percentage by providing real-time access to all 6,000 fabric SKUs and other valuable CRM information. Since customer sites were widespread, the company needed a mobile data solution that blanketed its key sales areas with sufficient data throughput to enable quick downloading of fabric images.

SOLUTION DESCRIPTION

The Momentum Group decided to arm its field reps with ubiquitous wireless connectivity to its online library of fabrics as well as CRM and order entry applications.

The company charged its “Kool Tools” technology action team with determining the best option for this wireless initiative. Wi-Fi was never considered because hotspots were not thought to be ubiquitous enough to guarantee continuous coverage for a traveling sales rep. Of the two viable wireless WAN technologies, GPRS and CDMA2000 1X, the latter offered the best data throughput. CDMA2000 1X was also the solution recommended by Momentum's technology solution provider, Zumasys, Inc.



MOMENTUM GROUP

www.momentumgroup.com

COMPANY DESCRIPTION

- The Momentum Group sells commercial upholstery to furniture builders, architects and designers in the office, healthcare and hospitality markets across North America

OBJECTIVE

- Increase the closing percentage of outside sales reps by putting all 6,000 fabric SKUs at their fingertips to accommodate unexpected client requests during sales visits

SOLUTION DESCRIPTION

- Wireless connectivity for outside sales reps to present online library of fabric sample images as well as manage sales opportunities via CRM and order entry applications
- Field deployment of Sierra Wireless Aircards® in Panasonic mobile computers communicating over the Sprint all-digital wireless network
- Rapid remote access to cross-platform backend applications including the large fabric-sample database, CRM solution, order entry system and corporate email
- Replacement of 50-pound fabric sample bags with 2-pound laptops

RESULTS

- New project tracking rose from 290 opportunities in all of 2002 to 590 opportunities in the first six months of 2003
- Sales rose in a “down” market, in large part because reps can now “strike while the iron’s hot” using on-screen samples of every fabric in inventory to close customers that might have put off purchasing due to missing physical samples

Ultimately, CDMA2000 1X was chosen for three reasons: One, the Sprint network provided consistent coverage in major markets across the United States. Two, it offered sufficient data speeds—an average of 50-70 Kbps—to meet the reps' need. And three, its monthly price of less than \$80 per user (for unlimited usage) fit within the company's cost criteria.

“We have dramatically increased our overall sales pipeline and improved the reporting speed and accuracy of our sales opportunities.”

—Roger Arciniega, VP of Sales,
Momentum Group

On the hardware side, the solution used an ultra-compact Panasonic Toughbook® mobile computer with a Sierra Wireless Aircard® providing wireless Internet access via the Sprint CDMA2000 1X network. On the back end, a Citrix® MetaFrame® XP server melded the variety of cross-platform applications—GoldMine® CRM solution running on a Microsoft® Windows 2000 Server, UNIX-based order entry and intranet fabric sample database, and an open standards-based corporate email

solution. The implementation was heralded in *Computer Reseller News* magazine as one of the earliest national wireless deployments of cross-platform business applications in the industry.

“Our sales process didn't leverage technology. CDMA wireless data connectivity enabled us to accomplish our goals,” said Roger Arciniega, vice president of sales and advertising for the Momentum Group. “Our geographically dispersed sales representatives can now access all of our vital corporate information through a secure and ubiquitous end-to-end mobile solution.”

RESULTS

Wireless access to both the online fabric library and customer data produced a measurable impact on the company's bottom line. Instead of tracking new project opportunities manually, sales reps could do it wirelessly in real time using a single synchronized database. Thus tracking of these sales opportunities rose from 290 projects worth \$3 million in all of 2002 to 590 projects worth \$8 million in just the first six months of 2003.

Moreover, the company's sales revenues grew in a “down” market, in large part because reps could now “strike while the iron's hot” using on-screen samples from the online fabric library to close customers that might have put off purchasing due to missing physical samples. But the reps themselves are feeling the biggest impact. They've shed their 50-pound fabric bag for a 2-pound laptop case that's worth its weight in gold.

“We are very happy with the results gained from our mobile deployment,” said Arciniega. “We have dramatically increased our overall sales pipeline and improved the reporting speed and accuracy of our sales opportunities. Sales representatives are more connected to our tools from the field which has enabled us to be more responsive to our customers' needs and requirements.”



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Momentum Group was the winner of the A-List Innovation Award for the Medium Company category.

The 3G cdmaA-List Awards program honors leading enterprises, public agencies and non-profits for their successful wireless data applications. 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 respective wireless data deployments.

