



Western Nevada Supply

Western Nevada Supply (WNS) is a plumbing, HVAC, waterworks and irrigation wholesaler. The 43-year-old company operates 17 branches throughout California, Nevada, Idaho and Wyoming and has 600 employees.

OBJECTIVE

WNS wanted to give its customers better field service by providing its sales people with wireless order submission and real-time access to office applications. Traditionally, the field sales force would write customer orders on a pad of paper and verbally transmit the information via cell phone to the office. Order turnaround was affected if there were delays on either end of the process.

With almost 100 outside sales people, the company had reached the critical mass to justify a comprehensive wireless solution that would mobilize email and instant messaging, and allow access to customer records, inventory status and other order-related information. WNS also wanted to maintain a point of differentiation in terms of customer service. The firm always prided itself on providing the best customer service in its industry and sought to continue that distinction.

SOLUTION DESCRIPTION

WNS launched its pilot wireless effort in 2004-2005 by putting a dozen laptops in the hands of key sales people. As 3G capabilities grew, the company expanded its deployment by 30 to 40 laptops in 2006, and by a similar number in 2007 when it acquired another company.

Today, WNS uses 100 Panasonic Toughbook® W4, T4 and CF-51 models and Toshiba Tecra® 8 laptops, all with external wireless cards. The 3G service is split between the Sprint Mobile Broadband and Verizon Wireless BroadbandAccess networks. "We went with 3G CDMA because of the environment we were in and the wireless data speed that it offered," explains Brandon Robinson, director of IT for Western Nevada Supply. "It was the best option available for what we needed."

On the back end, the solution utilizes the Citrix application delivery infrastructure to access the corporate network and interface with legacy business systems, while Zumasys provides access to customer records, inventory status and real-time order entry.

"Originally, the goals for the project were to be able to access email and place an order here and there," recalls Robinson. "Now, some of our



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COMPANY

- Western Nevada Supply is a plumbing, HVAC, waterworks and irrigation wholesaler. The company operates 17 branches throughout California, Nevada, Idaho and Wyoming and has 600 employees.

OBJECTIVE

- Improve customer service by providing field reps with digital order entry and real-time access to office applications

SOLUTION

- Sprint Mobile Broadband and Verizon Wireless BroadbandAccess (EV-DO)
- Panasonic Toughbook W4, T4 and CF-51 and Toshiba Tecra 8 laptops with external cards
- Citrix application delivery infrastructure
- Zumasys system integration

RESULTS

- Solidified its reputation for excellent customer service
- Reduced order turnaround time by the better part of a day
- Significantly improved the productivity of its field sales people and reduced staffing pressure
- Expedited internal communications

outside salespeople don't even need offices anymore because they can get all their work done in the field. When they log in to Citrix, it's just like sitting at a desk."

When WNS sales people leave a customer site today, that customer already has the order confirmation and knows that the order is being "picked" at that very moment. With this level of service, customers know they are being taken care of right at the point of contact. Most of the time, the order is ready to go before the sales person gets back in the office.

In terms of order fulfillment, with 3G we've reduced our turnaround time by the better part of a day. That keeps customers coming back.

Brandon Robinson, Director of IT, Western Nevada Supply

WNS also uses the 3G wireless solution in restocking job vans that hold materials at customer work sites. Now a sales person can place an order to refill the job van while on the site, minimizing errors and eliminating delays.

RESULTS

Mobile broadband has provided a way for the company to differentiate itself on service and increase customer satisfaction. "In terms of order fulfillment, with 3G we've reduced our turnaround time by the better part of a day," Robinson notes. "That keeps customers coming back."

Thanks to the wireless-enabled laptops, salespeople are more productive now, too. "They can visit more customer sites because they don't have a huge pad of orders that they need to place," Robinson acknowledges. "They don't have to spend time reading off an order to someone in the office. As a result, one person can do the job of what used to take two people."

The wireless solution has also improved internal communication. Instead of having to wait hours for email replies from the field, people now get responses in minutes. Additionally, 3G connectivity means sales people can take orders anywhere. "One sales person was on vacation in Cabo and a customer called his cell phone," Robinson remembers. "He logged in and placed the order. The customer never knew he was on vacation."



3G A-List Awards



Western Nevada Supply is a 2007 winner of the 3G A-List Award in the Construction category.

The 3G A-List Awards recognize the leading builders of successful wireless data solutions based on 3G CDMA (CDMA2000 1X, EV-DO, and UMTS/HSPA) technology. **To learn more about the A-List, please visit www.3galist.com**

SUPPORTING PARTNERS

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

