



SUCCESS STORY

Despite being one of the largest electric motor manufacturers in North America, this client realized that it's business was vulnerable to threats from low-cost global competition. Like most manufacturers, they moved some of their manufacturing to countries like China and India which offered both a lower production cost as well as a growing market.



Driving Operational Efficiency

Through Better Business Insight

However, the company also understood that off-shore production won't provide a sustainable competitive advantage in the long run, so they embarked on an operational efficiency initiative that would lay the foundation for future success. This meant rethinking its corporate philosophy and promoting a more lean and agile culture across the organization.



ELECTRIC MOTOR
MANUFACTURER

Location
Tipp City, Ohio

Type
Manufacturing

Revenue
\$2.3 Billion

Employees
15,350

THE CUSTOMER

The customer is a leading supplier of electric motors for residential, commercial, and industrial applications. With operations in the United States, Mexico, China, and Europe, they have the ability to serve their customers' electric motor needs on a global basis.

Offering a comprehensive line of hermetic, fractional horsepower, A/C and D/C motors as well as integral horsepower motors, this manufacturer sells their products directly to original equipment manufacturers (OEMs) as well as selling replacement motors to HVAC and pool/pump distributors.

THE CHALLENGE

While rethinking its corporate philosophy and promoting a more lean and agile culture across the organization, this manufacturer realized that this forward-looking thinking faced real life execution challenges primarily due to a lack of information integration across functional areas. To be truly agile and respond quickly to the market, executives and managers at every hierarchical level needed timely and relevant information and analysis.

This was particularly true of the sales and operations areas that had to work in tandem to meet customer demands, but found themselves constrained by a lack of an integrated information sharing platform. The sales team's ability to offer a quick response to a prospective client's needs was a key driver of business growth. They needed to have visibility into stock (inventory) availability information, which was not easy to access. Lack of access to this vital information resulted in sales people making decisions based on gut-feel, which in turn led to an operations challenge at the back end of the supply chain.

This client needed a more holistic, transparent way to share information across its sales and operations teams that would enable a quicker, more accurate decision making process.

THE SOLUTION

The client chose to partner with Visvero due to its deep manufacturing industry expertise. During initial discussions with the cross-functional client teams, Visvero recommended the development of a Quotation Management application that allowed the sales team to access the most current stock (inventory) information.

The Quotation Management application, developed following Visvero's QuikWin iterative project management methodology took 3-4 weeks to complete and allowed that sales team to access the most current stock parts availability information.

THE RESULTS

- Increased sales efficiency due to improved quotation management and up-sell opportunities.

The Quotation Management application helped speed up customer response time. It also led to increased margins as the sales person was able to easily view different configurations for a custom product, giving them an ability to up-sell while also serving the customer's needs in the best possible manner.

In the larger picture, an advantage from an operations perspective was that the sales people were no longer taking orders that were hard to meet on time due to parts not being available. In the past, this had created a bottleneck in the production cycle, often resulting in a production scheduling and on-time delivery challenge.

The Quotation Management application developed by Visvero removed this bottleneck and facilitated a smooth process flow from sales order taking to the shop floor.



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ABOUT VISVERO

Visvero Inc. is a Business Intelligence Solutions Integration company headquartered in Pittsburgh, Pennsylvania. The company was spun off as a separate business unit from Datavibes, Inc. where the team was providing Business Intelligence services since 2003.

While providing business intelligence services under the Datavibes umbrella, the core team noticed a recurring challenge for clients was that their performance enhancement projects were becoming huge money pits, with varying degrees of success and consultants billing time to ongoing enhancements — never really closing out on any BI project implementation.

The Visvero team seeks to change this trend. Our goal with any BI project is to allow organizations to say,

“Business Intelligence ... Done.”

WHAT WE DO

Specializing in data visualization and integration allows our clients to have a consistent Vision (VIS) of Truth (VERO) across the enterprise.

The Visvero team is diverse — consisting of business consultants, technology experts and tight partnerships with software technology developers. This enables us to deliver the best Business Intelligence tools and thinking to our clients and track the progress and sources of variances when needed.

While many Business Intelligence consultants only deal with full-lifecycle projects, Visvero has developed an understanding that every organization's needs are different, and thus our services have evolved to fit our client's needs, rather than an arbitrary definition of a BI project.

Our services include specialties in the Planning, Implementation and Adoption phases of Business Intelligence projects.

HOW WE HELP: MANUFACTURING

Innovation that can grow revenues in a volatile market. That's the mandate given to manufacturers, whether they make industrial parts, computer chips or candy. At Visvero, we realize that manufacturers face intense pressure as decisions have to be made in the face of constantly changing technologies, a growing web of geographically dispersed suppliers and unexpected changes in the regulatory environment.

Our industry experts can leverage their knowledge base to guide manufacturers through this maze and achieve higher efficiency and leaner operating models. By developing web portals, balanced scorecards, executive dashboards, heat charts and integrated reporting, Visvero provides key manufacturing company executives with the ability to get instant access to relevant information across various data assets in the enterprise. We have worked with both large companies as well as mid-sized and small manufacturers.



Contact us today at info@visvero.com or visit visvero.com for more information