

AT&T Mobility/e-Nabler Case Study

**Azko Nobel Paints LLC (Puerto Rico)
Formerly ICI Paints (Puerto Rico) Inc.**

Azko Nobel Paints streamlines order handling and cuts annual costs by \$80K with solutions from AT&T Mobility and e-Nabler Corp.

Professional painters, decorators and enthusiastic do-it-yourselfers want decorative paint that gives a great finish. And they want it readily available—in-stock locally when they need it. Throughout Puerto Rico and other Caribbean islands, the task of ensuring that the retail channel is well-stocked with familiar paint brands such as Glidden, Dulux, Devoe, Ralph Lauren Paints and others falls to Puerto Rico-based manufacturing distributor Azko Nobel/ICI Glidden, part of Azko Nobel, the global leader in decorative paints and performance coatings.

Azko Nobel services 400 branded stores and trade hardware outlets on a regular basis with 15+ sales and service representatives dedicated to the independent dealer channel. The company recently improved its order entry speed, accuracy, and delivery turnaround time, while reducing costs by \$80,000 a year and improving customer service, using a mobile software service that integrates with its corporate systems.

An outmoded system in need of automation.

About five years ago Samuel Diaz, Operations Manager for Azko Nobel in Puerto Rico, began looking for a new, automated order handling system that would be easy and convenient for

company sales representatives in the field to use. His goal was to streamline order-taking and fulfillment processes and replace an obsolete, paper-based system used by sales staff to write orders manually, which were then faxed to corporate headquarters and manually entered and fulfilled.

“Our old system was cumbersome, eating into the time our reps could be interacting with their customers and selling,” says Diaz, “Likewise, it took time for our customer service staff to enter orders—a process that was susceptible to human error. With customer service reps dealing with stacks of paper orders, they had less time to work with customers and facilitate order deliveries and special needs. Not the most efficient way to run the operation or to ensure the highest level of customer satisfaction.

“Ease of use and cost-effectiveness were our main purchasing criteria,” adds Diaz. “We wanted to avoid anything too complicated, and we weren’t interested in investing in expensive, dedicated hardware and special data communications networks. We wanted a new system that would be easy to deploy, secure, customize as needed, and integrate into our existing business systems.”

Company:

Azko Nobel Paints LLC
(Puerto Rico)
Formerly ICI Paints
(Puerto Rico) Inc

Industry:

Distribution of decorative paints, including well-known brands like Glidden, to resellers throughout Puerto Rico

Challenges:

Help field sales reps calling on independent retailers and office personnel to eliminate redundant order entry, reduce errors and improve overall customer service efficiency.

Solution:

Mobile devices and wireless service from AT&T Mobility equipped with ActiSales MobileSales software from e-Nabler Corp. have resulted in savings of more than \$80,000 a year in salaries and related costs, improved efficiency, faster order input and turnaround, faster customer deliveries, and increased customer satisfaction with 30% fewer returns.

Going the wireless, electronic route.

After reviewing state-of-the-market products at the time, Diaz selected wireless services from AT&T Mobility and ActiSales® MobileSales from e-Nabler Corp. e-Nabler develops and markets packaged software automation solutions for businesses involved in sales, service and distribution of goods. These solutions transform traditional pen-and-paper processes to electronic wireless processes.

e-Nabler has worked with AT&T and its Mobility Applications Consultants from the Business Markets Group since 2005. In 2008 the company was awarded the grand prize in the enterprise portion of AT&T's Fast-Pitch best mobile application competition.

Explains Diaz, "There were no other systems like it at the time, and it remains the most cost-effective solution for us today. Set-up costs were minimal, and the system is very user-friendly, especially compared to competitive products. We pay only a monthly fee, and our sales reps use standard PDAs and smartphones from AT&T Mobility. We can easily add or shed users at any time or upgrade phones. And the system's web-based administration and Windows Mobile-based software are easy to use."

According to Joel Vazquez, president of e-Nabler, "The low start-up and overall operating costs of our software, the breadth and reliability of the AT&T wireless network and the flexible choice of handheld devices they offer mean that we can now offer businesses that want to automate their field operations the same advanced, leading edge system functionality which before, only large-scale enterprises could enjoy."

He adds, "We work closely with AT&T Mobility's Applications Consultants who specialize in helping provide the best solutions possible to their customers and they love speed with which they can implement our system. Their customers don't need to buy software or install servers etc.—many are often up and running on the same day."

With ActiSales MobileSales software, Azko Nobel Puerto Rico's field sales personnel can write orders, capture customer signatures, check inventory at the warehouse and review customer orders with them on-site. They can also check payments and accounts receivables and discuss them face-to-face with customers. In addition to their smartphones, each salesperson is equipped with a portable scanner and printer for producing hardcopies locally. Azko Nobel sales managers use the software to create routing for field reps. Best of all, redundant, manual order entry is now a thing of the past. Orders are entered wirelessly, instantaneously and automatically into the company's host computer at headquarters.

Less paperwork, greater accuracy, more growth.

Azko Nobel has experienced a wealth of both qualitative and quantitative business benefits from its use of AT&T wireless services and ActiSales MobileSales. Foremost among them is speed. The system has eliminated sales paperwork, and order information is immediately transmitted back to headquarters. With instant transmission, more orders arrive before the cut-off time for order input—unlike with the old system where orders faxed to headquarters might not get processed until after the noon deadline.



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Joel Vazquez
President
e-Nabler

As a result, lead time on new orders has been reduced to four to five hours from a typical 24-hour turnaround. Now customer orders can actually arrive on-site faster than ever before—sometimes a full day earlier. The company has also been able to reduce its customer service staff and realize a savings of \$80,000 annually, while improving overall customer satisfaction. Reps in the field can see an accurate view of orders and when they were transmitted, and then relay that information directly to customers.

Order accuracy has also improved. According to Diaz, more accurate order capture has positively impacted customer satisfaction, leading to a 30% reduction in order returns.

Diaz adds that AT&T service has been “superb.” For example, he says, “when we need another handheld, we place our order and get it the next day, so it takes just one day to add a new user. And, of course, AT&T wireless service is solidly reliable across the island.

“Our sales reps really like the system for all of these reasons,” says Diaz. “Training time is minimal – maybe 20 minutes. It makes their job in the field easier, increases their productivity and the ease with which they relate to their customers. They can concentrate on selling. And in short, that has helped us to grow.”



“Our sales reps really like the system...It makes their job in the field easier, and increases productivity and the ease with which they relate to their customers. That means they can concentrate on selling, which has helped our business grow.”

Samuel Diaz
Operations Manager
Azko Nobel Paints LLC

To find out how a wireless data solution can help your business cut costs and operate more efficiently, visit att.com/smart or contact **866-9ATT-B2B (866-928-8222)**.

IMPORTANT INFORMATION:

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