

TRANSFORMING THE SALES PROCESS

REDUCED COSTS AND IMPROVED EFFICIENCY WITH AWARD WINNING MOBILE APP

“The goal was to reduce the sales cycle from what had been days and sometimes weeks to, ideally, the day of initial engagement with a customer or prospect.”

Eric Stager

Product Manager, Web and Mobile, Industrial Sector, Eaton Corporation

BUSINESS GOALS

- Improve ability for sales professionals and agents to close more business, faster
- Deliver better customer service with real-time, accurate information in the field
- Provide a differentiated customer experience with 3D imaging via a mobile catalog app

RESULTS

Sales cycle from
WEEKS TO DAYS
and in some cases
TO HOURS

500-page catalogs
replaced with
**REPLACED WITH
MOBILE APP**

**INSTANTLY
DELIVER**
updated, accurate
pricing and data

VISION 3D Real-Time App Replaces Outdated Expensive Print Catalogs

Eaton's sales teams and distributors use printed manuals that quickly become out of date. Dozens of printed catalogs and price lists stretched to over 500 pages each. Eaton wished to transform its field sales operation by creating a digital product catalog and replacing the printed pages with a mobile app.

They envisioned the following:

- The mobile app had to display the entire collection of catalogs and manuals
- It had to allow access to information in a visually compelling way
- It needed to ensure that information on more than 200,000 products and specifications was always up to date
- It needed to allow sales reps to craft proposals and capture customer data while on customer premises
- It needed to allow easy order entry
- And the app had to work anytime, anywhere, under any set of conditions

EXECUTION Due Diligence Yields an Out-of-the-Box Solution

Eaton went through technical deep dives with a number of Mobile Application Development Platform (MADP) vendors and ultimately chose Pega AMP running Eaton's app in the Pega Cloud. This has been vital to the success of the deployment. Eaton has not had to invest in hardware or resources to maintain the mobile operating environment. Instead they have been able to focus on other strategic projects central to their business.

Pega provided Eaton with a tablet catalog app that goes far beyond a standard web-based product catalog which takes advantage of the iPad's unique strengths including easy portability, portrait and landscape viewing modes, and multi-paned touch navigation.

Real-time updates, including pricing, technical specs, competitor cross-references, and customer history provides Eaton a huge advantage over their competitors in the market. It all happens at the point of customer interaction, where data can be captured, proposals crafted, and orders entered.

OUTCOME Award Winning App Shortens Sales Cycle While Providing Significant Savings

Eaton's PowerSource app has reduced the sales cycle from weeks to days, and in some cases, hours – increasing deals closed on the first day of engagement.

The faster product selection and ordering process provides Eaton with a unique competitive differentiator.

Additionally, the company realizes significant cost savings by eliminating the need to print thousands of pages of catalogs each year. Employees and customers appreciate the environmental impact.

In 2012, Eaton won the Manufacturing Leadership Award for “Game- Changing Technology” for its ground-breaking PowerSource™ iPad application. The awards honor transformational business projects, innovation and excellence in a wide variety of manufacturing categories including operational excellence and workforce development. In addition, the company was recognized with a Forrester Research Groundswell Award and the Mobilizer Award for Most Innovative Use of Enterprise Mobile Technology.

Eaton Corporation is a leader in diversified power management, providing energy-efficient solutions to today's electrical, hydraulic, and mechanical power management challenges.

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