



“Our engineers used to spend all their time going up to our network servers to locate information. Now they’re going to WebEx Sales Center because they know they’ll find what they’re looking for and that it’s current information.”

— Tom Parrish, General Manager of Special Products, Electro-Matic

## Electro-Matic simplifies information distribution and gets content to customers faster with WebEx Sales Center.



### INDUSTRY

High Tech

### WEBEX APPLICATIONS

WebEx Sales Center

### SUMMARY

Electro-Matic replaced its existing information distribution system—a labor-intensive website that was hard to navigate and too generic to meet customer needs—with web-based information portals created in WebEx Sales Center. Now customers can more rapidly access information and tools organized by functional and product requirements, increasing productivity and relieving administrative tasks.

### ABOUT ELECTRO-MATIC

#### Line of Business

High technology automation components and services

#### Headquarters

Farmington Hills, Michigan

#### Number of Employees

120

#### WebEx Customer Since 2005

### The Situation

Electro-Matic Products, Inc. is a leading supplier of high technology automation components and services to the automotive and industrial automation industries. Based in Farmington Hills, Michigan, the company sells its products and services to end-users and through a global network of distributors and value-added partners located throughout the United States, Canada, and Mexico.

### The Challenge

The ability to rapidly provide current product literature, pricing, and data sheets to its network of distribution partners is critical to Electro-Matic. These materials had been made available via the company’s website, however, it was proving difficult to keep content current and the materials were often too generic and too hard to locate. According to Tom Parrish, Electro-Matic’s General Manager of Special Products, “Because our product is highly technical in nature, the flow of current information becomes critical. Our website took a lot of effort to keep updated, we typically had to get our IT group involved, and most of the time it didn’t give customers what they needed anyway.” Electro-Matic needed to find a way to ease its administrative burden while improving the accuracy and speed of information delivery to its customers.

### The Solution

Parrish was initially exposed to WebEx when Electro-Matic Used WebEx to host web webinars. Impressed with the feature

set, he began talks with WebEx to see how the solution could potentially help them better distribute customer sales materials. The result was an introduction to WebEx Sales Center.

In addition to offering specialized tools that facilitate powerful online sales meetings, WebEx Sales Center enables organizations to establish customer-centric web-based information portals for rapid distribution of sales materials, contracts, or other product information—on demand. Electro-Matic zeroed in on this capability and began to create highly customized portals that provided content specific to the requirements of its customers, and even to the needs of a specific customer division where necessary. “We established generic customer portals relative to a product or a function within a product,” says Parrish. “Then we created customer-specific portals in WebEx Sales Center that delivered unique information for that customer, including links back to the generic portals where appropriate, so we eliminated duplicating information in multiple locations.”

WebEx Sales Center’s ease of use has enabled Parrish to set up dozens of portals since their 2nd quarter 2005 launch—without the assistance of the company’s IT group. “All the content in our portals is now administered by one person, and that person didn’t require any specialized training to get it going,” says Parrish. “We didn’t even have to load software to the desktop because WebEx Sales Center

“All the content in our portals is now administered by one person, and that person didn't require any specialized training to get it going. We didn't even have to load software to the desktop because WebEx Sales Center is web-based. It couldn't be easier.”

— Tom Parrish, General Manager of Special Products, Electro-Matic



is web-based. It couldn't be easier." The company even utilizes portal templates that allow them to rapidly create new portals as needs are identified.

This flexibility is allowing Electro-Matic to target its WebEx Sales Center roll out to its key accounts strategically. "For example," says Parrish, "for one of our biggest customers, I have a training portal, I've got a manual portal, I've got one for brochures, software, tracking, pictures, competitive sites, movie files, application notes—these are my generic portals. Then I have portals for key distributors that are specific to this customer with links back to these generic sites." After set up is complete, the customer is then emailed an invitation to register for access.

Once the customer is at the site, he can view and/or download a wide-variety of information: sales presentations, AVI files that let him see products in motion, and live training sessions recorded in WebEx for on demand viewing—and customized to his needs. This means Electro-Matic can rapidly deliver the latest sales tools to its resellers while providing relevant promotional information to its direct customers. Distributors can also send links to their customers inviting them to register and view relevant information, and WebEx Sales Center's tracking capabilities allow Parrish to see who has accessed what portal, what downloads have been requested, and how customers are using the sites.

Electro-Matic is also using its WebEx Sales Center portals to more rapidly disseminate information to its internal constituents. According to Parrish, "Our engineers used to spend all their time going up to our network servers to locate information. Now they're going to WebEx Sales Center because they know they'll find what they're looking for and that it's current information."

#### The Benefits

While Electro-Matic's WebEx Sales Center solution is only a few months old, with just over two dozen of the company's thousands of customers and distributors participating, results can already be identified. "Our distributors have said 'this is great, it's what we needed, it's organized and it helps us get our sales teams involved with our customers'," says Parrish. WebEx Sales Center has improved productivity for Electro-Matic's engineering resources, most of who used to spend a lot of their time responding to customer information requests. According to Parrish, "We probably took between an hour and a half to half a day to respond to information requests—returning calls, getting IT to set up FTP sites, creating passwords, etc. Now these customers can self-serve via WebEx Sales Center in a matter of seconds. And we feel this will translate to increased sales because we're getting our information in front of customers faster."

Electro-Matic also identifies benefit in the establishment of a vast network of information that is easily managed and catalogued. "We were struggling with a huge

network infrastructure that stores a lot of data that has become difficult to find," says Parrish. "WebEx Sales Center helped us put a formal system in place to store and catalogue information so people can easily use it."

#### The Future

The company has ambitious plans for WebEx Sales Center in the very near future. "We want to begin tracking those customers that aren't responding to our invitations to register," says Parrish. "We'll be handing those leads over to our sales staff so they can follow up and talk to customers about how we're actively improving their experience with our new online solution."

Parrish also plans on recording more WebEx sessions, enabling the company to provide a library of training and technical support portals, offloading the burden on its human capital and creating greater productivity all around.

Finally, Electro-Matic is eager to start using WebEx Sales Center's online meeting interface to reach customers more efficiently. "We want to be able to launch WebEx Sales Center on the fly during customer sales calls," says Parrish. "We see ourselves running product demos, sharing desktops and applications, and actively engaging them, rather than just giving them the same old talk over the phone."

## HIGHLIGHTS

- Electro-Matic's information distribution system was being sabotaged by a labor-intensive website that was hard to navigate and too generic to meet customer needs.
- The company used WebEx Sales Center to create customized information portals that segregated content by customer, product, and functional areas for fast, easy access.
- Satisfaction among participating customers is high and Electro-Matic is getting updated, relevant content in front of the right customers faster and more consistently.