



in partnership with



Mobile Computing Support Partnership Improves Bottom Line for McBee

“CommNet allowed us to focus on the business of our business. Partnering with CommNet saved us money and valuable time.”

“We have tried other support vendors and I was constantly hearing complaints from our field sales force. Since we selected CommNet, my phone has stopped ringing.”

Bob Norton
VP Sales Planning
McBee Systems, Inc.

This brief case study illustrates how CommNet and McBee provided an integrated solution that addressed efficiency and effectiveness issues with supporting McBee's national sales force.

Business:

McBee is a premier provider of the highest quality Business Checks, Printed Products, and Business Services, offering small businesses proven tools and solutions for success. An industry leader since 1906, McBee is the trusted supplier for hundreds of banks, accounting professionals, and national franchises across the country. McBee also offers a broad array of personalized products - check accessories, business forms, labels, and envelopes - to help their customers start, manage, promote, and grow their business.

Challenges:

- ❖ Improve the Order Process - The ordering process for McBee sales can be complex given the large number of customized and personalized products that could be part of any given order. Any errors made in transcribing an order resulted in rework that was expensive for McBee and frustrating for customers. Errors needed to be reduced if not eliminated.
- ❖ Reduce Fulfillment Times - The order fulfillment process had too many sequential steps, each of which added directly to the time required to fulfill an order. Eliminating these steps between the customer placing an order and receiving their products was a key goal.
- ❖ Reduce Overall Operating Expenses - Eliminating the manual steps in the ordering process was vital in reducing expenses, but adding IT staff to support an automated order process could easily add even more expense. Without adding IT staff, the effort and complexity of supporting an automated ordering process for the remote sales force could strain the limited resources of the in-house IT Staff putting other strategic projects at risk.

Solution:

- ❖ The national sales force of more than 300 mobile field sales representatives were supplied with notebook computers and proprietary Order Management software.

Contact CommNet at
800-345-8988 or
sales@commnet
international.com

Since 1986, CommNet International, Inc. has been meeting the enterprise computing challenges of companies just like yours.

CommNet
International, Inc.
1 Dutchtown Road
Voorhees, NJ 08043

✿ McBee chose CommNet's Virtual Seat ManagementSM (VSM) services to make it all work seamlessly. The VSM suite supports mobile computing at McBee throughout the total lifecycle with services including:

- Procure and Deploy - CommNet custom configures each laptop prior to deployment, complete with the latest Order Management software and CRM (Customer Relationship Management) software and data files;
- Asset Tracking - Centralized reporting through a CommNet web portal is dynamically updated to enforce policies, deploy software, and ensure license compliance;
- Hardware Support - In the event of a hardware failure, CommNet configures and deploys a "hot spare" so the sales representative is productive again the next day;
- Software Update - In partnership with McBee's IT Department, CommNet deploys all the approved Operating System patches, virus data files, and updated Order Management software over the Internet with minimal user intervention;
- Global Assist Help Desk - CommNet provides technical support to the McBee sales force, with an 85% first-call fix rate.

Benefits to McBee include:

- ✿ Reduced errors, telephone and delivery charges, saving **\$800k annually**.
- ✿ Sped up the order fulfillment process, **reducing the average time by almost 30%**.
- ✿ **Reduced sales force turnover by 24%** by providing an automated work environment for the McBee sales representatives.
- ✿ Reduced the number of **regional sales offices from 45 to 30** as the sales representatives were moved to home-based offices.
- ✿ CommNet's VSM services ensured that the McBee Sales force is able to **focus on their customers**, without spending unproductive time maintaining the currency of McBee order templates and a reliable and secure computer.

