

## IMI BEVCORe Solutions

### The Customer

- **Industry:** Food Service Beverage Equipment and Parts Distributor
- **Geographics:** Osseo, Minnesota
- **Employees:** 100

### PeopleSoft Enterprise Products

- Enterprise Portal 8.8
- PeopleTools 8.42
- Financial Management 8.0
- Human Capital Management 8.3
- Customer Relationship Management 8.0
- Supply Chain Management 8.0

### Customer Service Level

Premium

“Using PeopleSoft Enterprise Portal, we are able to extend the PeopleSoft applications out to the web, where customers, partners, and employees can easily access the information they need.”

### David Womeldorf

Chief Technology Officer

### Business Challenge

IMI BEVCORe Solutions wanted to improve the quality of communication and decision making for its customers, partners, and employees.

### PeopleSoft Solution

PeopleSoft Enterprise Portal from Oracle gives BEVCORe a strategic competitive advantage by allowing it to extend its PeopleSoft applications to the web, where customers, partners, and employees can quickly and easily access the information they need.

### Business Benefits

- Provides customers, partners, and employees a single point of access to real-time supply chain information.
- Eliminates duplication of order entry by leveraging embedded PeopleSoft integration capabilities.
- Reduces sales costs and grows revenue by moving application access to the web.
- Presents a real-time, 360-degree view of customer information to all stakeholders.
- Simplifies user management with single signon.
- Leverages PeopleSoft Enterprise Portal's self-service functionality for competitive advantage.

### Portal in Action

From David Womeldorf, Chief Technology Officer at IMI BEVCORe Solutions:

“In a high transaction supply chain business like BEVCORe's, customers are sensitive to all available information around back-ordered items. To address this, we developed a page in the PeopleSoft Enterprise Portal that can be accessed not just by our customer care agents but also by our customers. It provides a consolidated report that presents real-time information about the status on any back-ordered product across all purchase orders. This is critical information for customers. With PeopleSoft Enterprise Portal, we are able to give our customers answers to their key questions from a single, easy-to-access page. This is a huge customer service feature for us.”

### Technology Powers Business

IMI BEVCORe Solutions is an online exchange for the procurement and sale of parts for service and manufacturing in the food service beverage market. Its key differentiator and competitive advantage is the technology that powers its

systems. BEVCORE's pitch to customers is "Our state-of-the-art technology will add value to your business by offering many online features, including ordering, billing, tracking, custom labeling, and inventory control procedures—all rolled up into one easy place for you to access."

To deliver this business value to customers, BEVCORE depends on PeopleSoft. BEVCORE uses a robust set of PeopleSoft Enterprise applications, including PeopleSoft Enterprise Portal, Financial Management, Human Capital Management, Customer Relationship Management, and Supply Chain Management, as well as the PeopleTools toolset.

"Our business is very technology driven and very customer driven. At the center of our capabilities are our PeopleSoft applications. They are the driver, and they bring everyone together to service our customers," says David Womeldorf, chief technology officer at IMI BEVCORE Solutions.

### **The PeopleSoft Choice**

"We decided to use PeopleSoft as a single vendor to eliminate the burden of integration between suites of different applications, as well as to take advantage of an enterprise portal across multiple applications. The two most expensive things with regards to running IT systems are getting different applications and systems to talk to each other and distributing those applications and keeping them running out in the field. PeopleSoft addresses them both head-on," Womeldorf says.

"The value we get out of Enterprise Portal lies in the fact that it is so well integrated. We do not have to pull information from three or four different systems and tie it off before we report to a customer. With PeopleSoft, it's completely integrated and available on demand," says Womeldorf.

### **PeopleSoft Enterprise Portal Drives Corporate Strategies**

In 2003, the decision was made to upgrade to Enterprise Portal 8.8. The motivation for the upgrade was to improve the quality of communication and decision making for customers, partners, and employees.

"Enterprise Portal 8.8 provided BEVCORE with a way to drive corporate strategies, like cost reduction and improving customer service. Using the Enterprise Portal, we were not only able to streamline processes and better utilize resources, but we have given our employees ready access to the information they need to provide exceptional customer service," Womeldorf says.

### **Gaining Competitive Advantage with PeopleSoft Enterprise Portal**

To stay ahead of competition, BEVCORE made a strategic decision to use technology as a key differentiator. "The competitive landscape two years ago was 100 percent about price. We have differentiated ourselves, and achieved a significant competitive advantage, by introducing added value capabilities using PeopleSoft applications along with Enterprise Portal to leverage the power of the web. This has changed our relationships with customers to one of partnership, not lowest price," explains Womeldorf.

"Using Enterprise Portal, we are able to extend the PeopleSoft applications out to the web, where customers, partners, and employees can easily access the information they need. Our competitors can't do that. We reduced our head count by 20 percent and increased our revenue this past year by 30 percent," says Womeldorf.

### **Greater Access and Control for Customers**

Enterprise Portal allows BEVCORE to support self-service sales via the web. "Enterprise Portal is a great sales tool for us, especially for servicing our smaller customers. Customers can view our catalog from the web, and we can offer them discounts if they order online," says Womeldorf.

"It's really a win-win scenario. Customers get the control of self service, and we are able to significantly reduce our sales costs," Womeldorf continues. "Customers love the portal. They control their orders, and they also feel a greater level of intimacy with us as one of their vendors."

### 360-Degree Views Improve Customer Service

A key organizational competency of BEVCORe is the 360-degree view the company has of its customers. With a 360-degree customer view, BEVCORe employees can see all the customers' activities and tailor interactions to fit with their specific needs. BEVCORe uses Enterprise Portal to access, aggregate, and present customer-related information not only from PeopleSoft applications but also from other information sources. "Enterprise Portal provides us with an unparalleled customer service opportunity. It provides a wrapper around all the necessary information to satisfy customer needs," Womeldorf says.

"With Enterprise Portal, authorized employees can view customer information on a single page, regardless of where the information is stored. The portal provides a consolidated view to everything from recent invoices and returns to credit balances and credit limits," explains Womeldorf.

"This easy access to a 360-degree customer view not only improves our customer service but also makes it easy for employees outside of customer service to help a customer with a problem. Recently, I took a customer call and within 15 seconds was able to pull up a customer's account, isolate an invoice that they claimed they hadn't received, and fax a copy of it to the customer—all from the portal," says Womeldorf. "I was also able to point them to the website where they could log on and view real-time information for themselves using our self-service tools."

### Real-Time Information Across the Supply Chain

"Because all information accessed via the portal is real time, everyone can view the exact same information at the same time. This is especially important for customer service calls, where customers and service agents are reviewing information online," says Womeldorf. "It also gives customers an incredible sense of control and intimacy in our relationship when they realize that the information they're viewing is as current as what we're viewing."

"Enterprise Portal provides tremendous advantages to our customers, partners, and employees that need to access information from several PeopleSoft applications. They simply log on and easily access all the information they need from a customized interface—all from a single signon screen," Womeldorf says.

### Advantages of a Browser-Based Portal

"No code on the Enterprise Portal client is a huge advantage. When you have thousands of customers, you can't be in the business of distributing software. Also, we've got many customers that only buy from us a few times a year and only have a dial-up connection. It would not be practical for them to use the portal if it required installing software on their system," Womeldorf says.

"Enterprise Portal is perfect for our customers. They just open up a web browser and can access their BEVCORe account. It's as easy as typing in their user name and password," says Womeldorf. "It really is a pure internet architecture, not just a façade."

### Integration Capabilities Enable Automation

"PeopleSoft has taken on the burden of integration between applications, which is huge for us. It means that I save money and the time it takes to do the integration," Womeldorf says. "In addition to handling the integration between PeopleSoft applications, the PeopleTools environment allows us to interact on a system-to-system basis with strategic partners and customers. Where we have done this integration, we have virtually eliminated manual data entry of information," says Womeldorf.

### A Winning Partnership

"We treat our relationship with PeopleSoft as a partnership. PeopleSoft is a strategic vendor to BEVCORe, and we value that partnership. We both are committed to the relationship and work hard at it," says Womeldorf.

"PeopleSoft's mantra of overall quality really comes through in their solutions. We have been very pleased with our partnership so far and are very excited about the future," Womeldorf concludes.