



**Goal:**

- Increase profitability and turnaround time
- Create superior products and continually improve through innovation
- Make Greenheck Fan "easier to do business with"
- Eliminate the need for IT involvement in direct order entry

**Challenge:**

- Removing manual, time-consuming processes
- Decreasing configuration errors in incoming orders
- Integrating with current SAP® systems, cost-effectively
- Creating effective interaction between products in the system

**Solution:**

- Cincom Acquire™
- Guided Selling and Product Configurator

**Key Results:**

- Reduced order entry process from 2 days to 2 minutes
- Decreased order-entry staff workload by 50%
- Streamlined order-delivery process through the instantaneous transfer of system information to shop floor
- Reduced rework

Profile in Success: **Greenheck Fan**

# Simplifying complex selling for increased market share and a more efficient sales force!



**Situation**

From its beginnings in 1947 as a tiny sheet-metal shop in Schofield, Wisconsin, Greenheck has grown into a leading manufacturer of air movement and control equipment, such as fans and ventilators, dampers, louvers, energy recovery ventilators and kitchen ventilation systems. To maintain 60-plus years of industry leadership, Greenheck needed to improve operational efficiency and simplify a complex selling environment by automating the product ordering process from field-to-factory.

## Greenheck Initiates a “Field-to-Factory System” to Automate Complex Selling Processes

*“Prior to using Cincom’s product, our process was totally manual and paper-driven. We received our orders via fax, via mail...it took days before we could enter the order into the system.”*

– Thad Brockman, Manager of System Analysis and Business Intelligence, Greenheck Fan

Matching customer needs with product offerings is a challenge for many complex manufacturers, and Greenheck is no exception. A “field-to-factory system” was developed to eliminate the manual processes that were creating roadblocks to customer satisfaction. This initiative included “Direct Order Entry” (DOE) through a sales configurator called CAPS (Computer Aided Product Selection).

However, this process involved manually communicating complex information to their fulfillment system, and incoming orders were still not configured properly. There needed to be a bridge that connected IT to the business so that manual processes could be automated.

Greenheck turned to Cincom for a tool that could build a “field-to-factory bridge”, for faster and more accurate responses to customer demand. Cincom responded with the Cincom Acquire Guided Selling and Product Configurator that fulfilled these initiatives and made Greenheck easier to do business with.

## Greenheck’s Vision is Realized – Now it’s the Easiest Ventilation Manufacturer to do Business with

*“Cincom was the perfect solution.”*

– Dave Loomans, SAP Product Manager, Greenheck Fan

Together, Cincom and Greenheck Fan have streamlined the field-to-factory system so they no longer rely on manual processes to verify they have the right products. The system delivers the information to the shop floor in minutes with quick-build initiatives fully supported. The new field-to-factory system ensures less rework and more satisfied customers. Now, Greenheck builds design requests into the standard offerings.



*“We have significantly reduced the number of people that actually process orders. Five years ago we had 20 people entering orders and today we have fewer than 10 people entering 3 times that order volume.”*

– Diane Resch, Business Analyst Team Lead, Greenheck Fan

## Cincom Helps Deliver a Competitive Advantage to Greenheck

*“It is a powerful tool, a powerful force in terms of how we go to market.”*

– Dave Loomans, SAP Product Manager, Greenheck Fan

Greenheck realized bottom-line cost savings and increased revenue through:

- Increased market share: New growth in Fan and Vent as well as Damper/Louver market-segments
- Reduced order entry time- from 2 days to just 2 minutes
- Accelerated product development
- A more efficient sales force
- Increased flexibility

## **“Getting it Right the First Time” Equals Customer Satisfaction and Cost Savings**

*“I believe that we are more efficient in delivering than our competitors.”*

– Don Brekke, VP of IT, Greenheck Fan

By eliminating rework, Greenheck is also benefiting from much greater customer satisfaction. A customer selects the product based on performance needs and manufacturing requirements for the manufacturing floor are instantly created. This eliminates the in-between work that had to happen in the past. The Cincom Acquire Guided Selling and Product Configurator can take customer performance needs and turn them into manufacturing requirements. These automated processes come with true payoff. Since working with Cincom, Greenheck’s orders have increased 3 times.

## **Cincom and SAP Integrate Intelligently**

*“We have integrated SAP with Cincom and with our new business intelligence, providing more information to make decisions—it suddenly makes us symbiotic with our customers.”*

– Thad Brockman, Manager of System Analysis and Business Intelligence, Greenheck Fan

## **No-Risk Implementation**

Greenheck has also experienced the benefits of a smooth integration between Cincom and SAP. Working with Cincom has helped Greenheck develop a service architecture that takes output from Cincom’s product, in XML format to XI to SAP. As a result IT can process 1,000 orders a day with this seamless and scalable integration. Greenheck’s Sales Configuration System (CAPS) and Cincom have combined forces with SAP to bring the factory floor closer to the customer than ever before.

## **About Cincom**

For nearly 40 years, Cincom's software and services have helped thousands of clients worldwide simplify the management of complex business processes. Cincom specializes in the areas of business where simplification brings the greatest value to managers who want to grow revenue, control costs, minimize risk and achieve rapid ROI better than their competitors. Cincom serves thousands of clients on six continents including BMW, Citibank, Boeing, Northwestern Mutual, Federal Express, Ericsson, Penn State University, Milacron, Siemens, Rockwell Automation and Trane.

For more information and additional resources, contact Cincom at 1-513-612-2769 (International), send an e-mail to [acquire@cincom.com](mailto:acquire@cincom.com), or visit the company’s website at [www.cincom.com/acquire](http://www.cincom.com/acquire)

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