Improve Customer Experiences at Distributors Using Enterprise Mobility

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Agenda

Who is Grainger

Innovation Pipeline

Why Mobile?

Seller Mobility Example

Manager Mobile Example

Benefits of SAP's Agentry

Q&A

About Grainger

GRAINGER
FOR THE ONES WHO GET IT DONE

$9 Billion
in sales in 2012

4,000+
suppliers

2.0 Million
ACTIVE CUSTOMERS

715
branches
29
distribution
centers
22,400+
team members

Global Operations

United States   Canada
Latin America   Europe
       Asia

$ 2.7 Billion
IN E-COMMERCE SALES IN 2012

Access to 1 million +
Products

An Award Winning Culture

2012

Named one of FORTUNE Magazine's 100 Best Companies to Work For® in 2013

Winner, Canada's 10 Most Admired Cultures Award

Ranked No. 1, Wholesalers, Diversified, FORTUNE Magazine's Most Admired Companies

2012 CIO 100 Award – CIO Magazine

2011

No.1, America's Most Admired Company, Diversified Wholesalers — *Fortune*

No.100 on the *Fortune 100 Best Companies to* Work For® list

Named one of the Best Places to Work in Information Technology — *ComputerWorld*
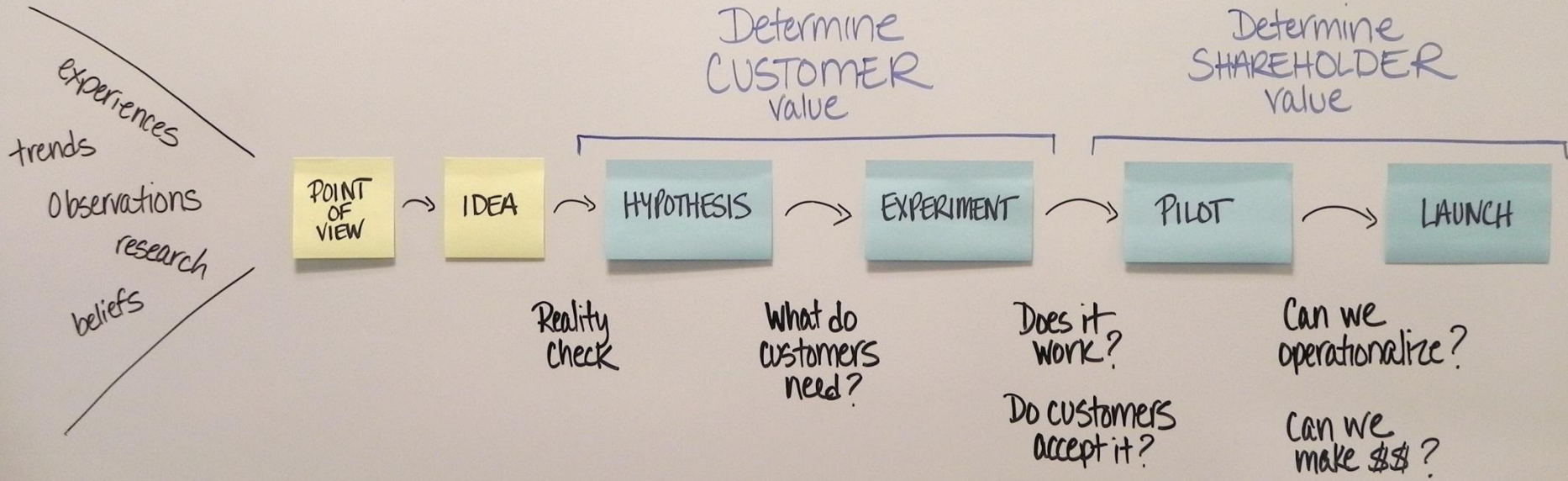
Platinum Level – Canada's10 Most Admired Corporate Cultures™ Award

Ranked No. 8 in *HR Executive Magazine's Most Admired* for HR list

COMPUTERWORLD
100
BEST PLACES
TO WORK IN IT 2012

CIO
100
HONOREE
2012

Framework for Innovation at Grainger

experiences
trends
observations
research
beliefs

POINT OF VIEW → IDEA → HYPOTHESIS → EXPERIMENT → PILOT → LAUNCH

Determine CUSTOMER value

Determine SHAREHOLDER value

Reality check

What do customers need?

Does it work?
Do customers accept it?

Can we operationalize?
Can we make $$?

Mobility Innovation

▌▌▌▌▌ *Industry Trends* – Consolidating marketplace, more offerings

▌▌▌▌▌ *Customer Trends* – Channel shift into ecommerce / mobile

▌▌▌▌▌ *Competitor Trends* – Current limited offerings, but rapidly adopting technology to compete

▌▌▌▌▌ *Technology Trends* – instant on, available everywhere, Mobile growth of 26X by 2015

▌▌▌▌▌ *Employee Trends* – BYOD, ease of use, ability to recruit

Mobile to improve Seller Effectiveness

2000+ US based field sellers

Covering multiple industries

Representing > 1Million Sku's

Sales tools – SAP CRM and ECC

Current Computing devices – Laptop / BlackBerry

Core Tenants for Innovation

Observe, start small, learn/fail fast, actively engaged our sellers/customers

Challenges

|||||| Limited access to customer data

|||||| Lack of tools to easily add and update data in CRM

|||||| Traditional ERP not conducive for quickly retrieving or updating information

|||||| Laptops not always the best tool for the job

|||||| Changing expectations of technology in the workplace/consumerization

Example 1: Mobile Seller Innovation

- Instant-on

- Provide off-line capabilities

- Provide easy access to Product / Customer information

- Provide real-time access to time sensitive information

- Provide more visibility into seller activity / effectiveness

- Provide sellers an easy-to-use application for completing critical tasks
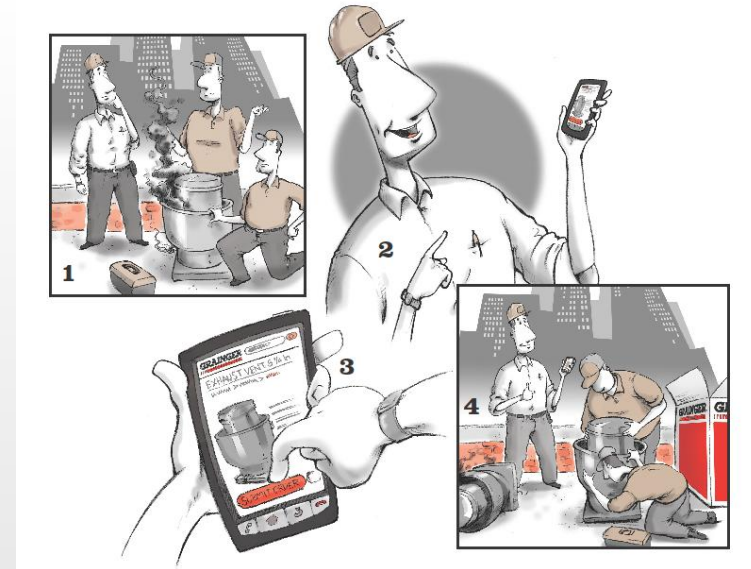
Mobile Seller Application Overview

Grainger Mobile Sales

CRM data and capabilities on device

Data synced real-time with CRM

Off-line capabilities

Additional capabilities

- *Search Grainger products*

- *Retrieve a customer's price and availability for a product*

- *Submit a price quote for a customer*

- *Workflow approvals*

- *All done in real-time!*
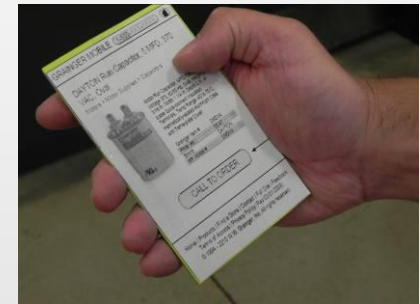
Example 2: Grainger Sales Manager
Overview

Designed for District Sales Managers and Managers of Territory Sales. Summary information resides in the application while detail information is retrieved real-time from CRM.

- View aligned sellers' accounts, appointments, leads and opportunities
- View the total opportunity value for all aligned sellers
- View the total opportunity value for individual sellers
- View basic seller information
- View, create and edit multiple types of coaching sessions (iPad only)
- View PDFs related to the selling process
- View help videos
- Provide feedback

Grainger Sales Manager
Opportunity Information

Grainger Sales Manager
Coaching Summary

Platform App Development Selection Criteria

- What native look and feel capabilities does it have?

- How quickly can applications be developed and modified?

- Does the platform support native & HTML based apps

- What application templates are available?

- Native development required?

- Can existing skill sets be leveraged?
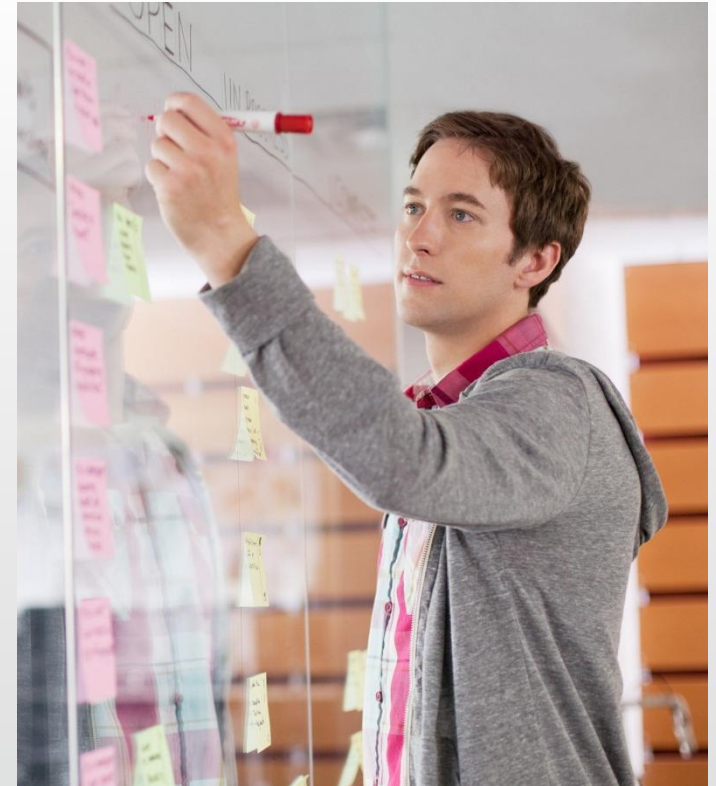
Why SAP Agentry?
(now part of SAP Mobile Platform)

- Proven track record on execution (Gartner)

- Strong customer references

- Local company and resources

- Simple Architecture / Agile methodology

- No native development resources required

- Strong integration with SAP back-end

- Cross platform support

- Lower Cost
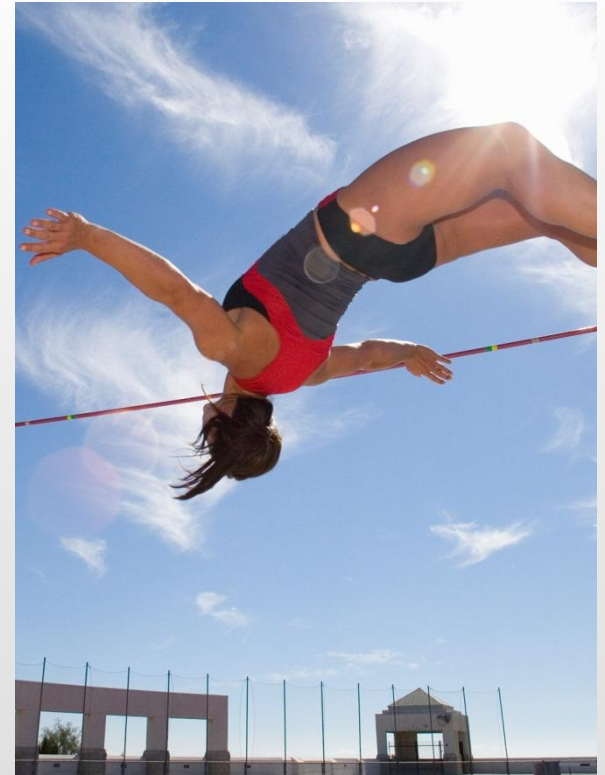
Thank you

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