



## Improve Customer Experiences at Distributors Using Enterprise Mobility

Ray Feeney VP, Chief Architect

# Agenda

- ////// Who is Grainger
- ////// Innovation Pipeline
- ////// Why Mobile?
- ////// Seller Mobility Example
- ////// Manager Mobile Example
- ////// Benefits of SAP's Agency
- ////// Q&A

# About Grainger

**\$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  
Latin America

Canada  
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*

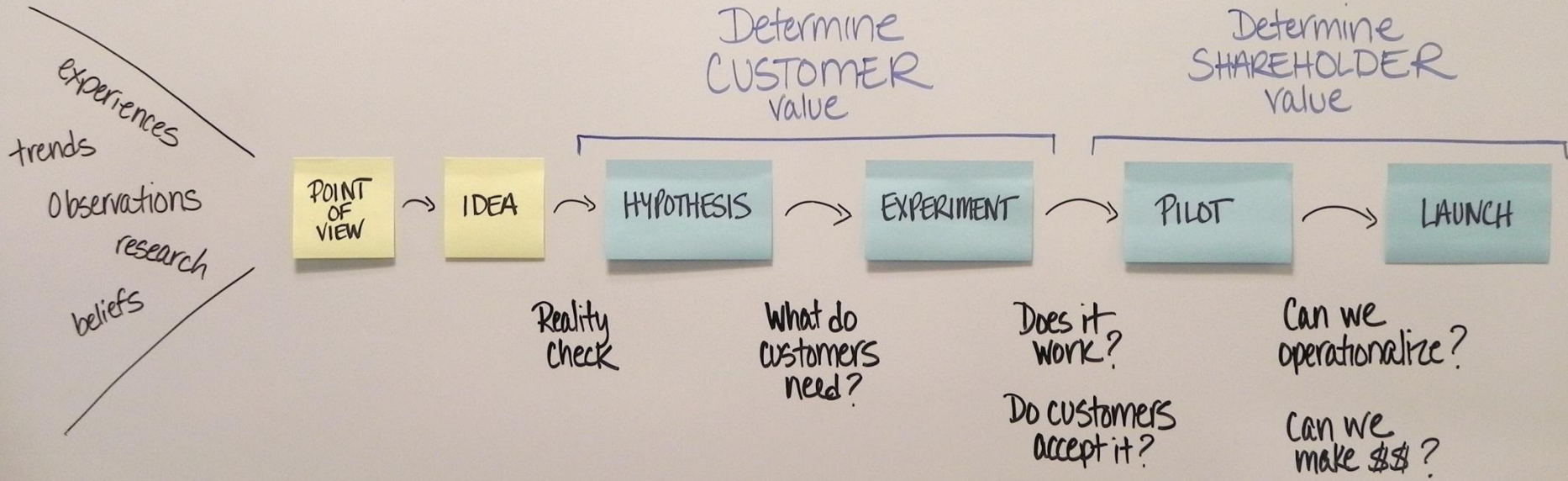
Platinum Level – Canada's 10 Most Admired Corporate Cultures™ Award

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





# Framework for Innovation at Grainger



# 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 > 1 Million 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*

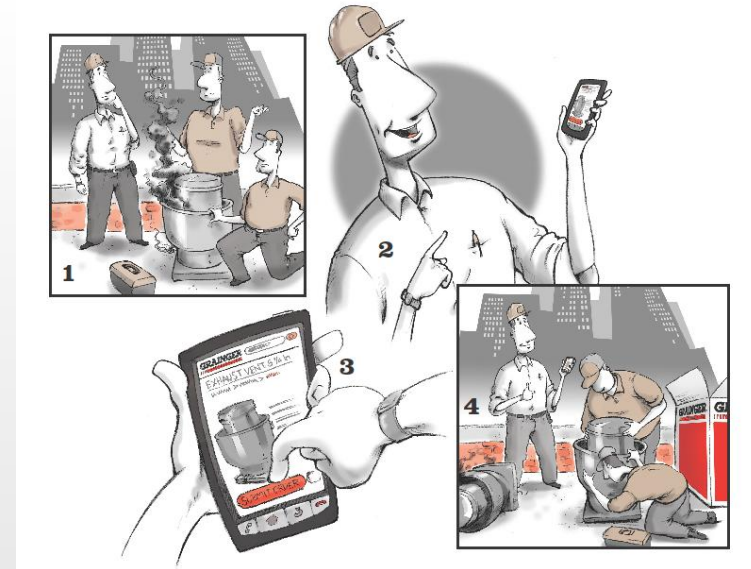
# Challenges

- //// 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



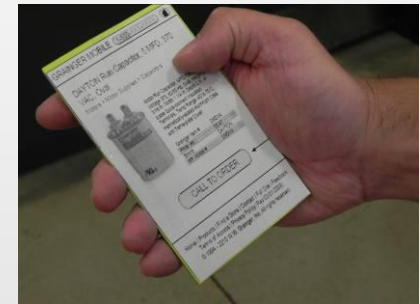
//// CRM data and capabilities on device

//// 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

**Sales Manager**

841143-Troy Conroy

Accounts: 47, Appointments: 0, Leads: 1, Opportunities: 4

**Total Opp. Value: \$89,500**

Last Refresh: 4/19/2013 12:24 PM

**Opportunity Detail**

DUCHESS SHIPPING 844458984  
HOUSTON, TX 77056-3818

50% **60001573 - Pipeline Opportunity**

Desc: Safety Gloves 123  
Group: Annual (Recurring)  
Category: Safety  
Type: Safety  
Exp Sales: \$12,500.00  
Phase: Plan  
Status: In Progress  
Reason: ...  
Dates: Start 2/22/2012, Closing 3/31/2012  
Notes: Pipeline Opportunity Notes 02/22/2012 15:44:43 SATHC

**Manager Opportunities**

841143-Troy Conroy (4)

Search

DUCHESS SHIPPING  
Safety Gloves 123  
50% In Progress Plan

A/C CONSTRUCTION  
New test pl  
50% In Progress Plan

A/C CONSTRUCTION  
Ecom Oppt  
100% In Progress Close

A/C CONSTRUCTION  
Test Description  
75% In Progress Propose

**Opportunities Opportunity...**

DUCHESS SHIPPING 844458984  
HOUSTON, TX 77056-3818

50% **60001573 - Pipeline Opportunity**

Desc: Safety Gloves 123  
Group: Annual (Recurring)  
Category: Safety  
Type: Safety  
Exp Sales: \$12,500.00  
Phase: Plan

Status

Actions

Detail Attachments

# Grainger Sales Manager

## Coaching Summary

The screenshot shows the 'Coaching' section of the Grainger Sales Manager app. It is divided into three main panels: Employee Details, Session List, and Session Detail.

**Employee Details:** Shows the selected employee as '841143-Troy Conroy'. Contact information includes phone number (800) 888-1234, email release17.testatibaskaran063@grainger.co, and title Commercial Account Manager. Hire Date is 08/02/2006.

**Resources:** A list of PDF documents for download, including 'Verification Questions RSVP DSM.pdf', 'TSR Grainger Selling Process.pdf', 'Multi-Site Grainger Selling Process.pdf', 'GARM Grainger Selling Process.pdf', 'GAM Grainger Selling Process.pdf', and 'CAM Grainger Selling Process.pdf'.

**Session List:** A table of coaching sessions:

CoachingType	Date	Description	Account Name
Skip Level	4/14/2013	Test for hema	
Pipeline Opportunity	4/12/2013	Testing testing testing testing	
One on One Meetings	4/11/2013	Er	
One on One Meetings	4/8/2013	New after merge	CULEBRA POST OFFICE
Pipeline Opportunity	4/8/2013	Tsr try2	ENSENADA POST OFFICE

**Session Detail:** Shows details for the selected session on 4/14/2013. It includes tabs for 'Coaching Activity' and 'Verifiable Outcomes'. The 'Verifiable Outcomes' section shows:

- Account No. (empty)
- Account Name (empty)
- Type: Skip Level
- Seller Phase: Qualify
- Mgr Phase: Align
- Coaching Date: 4/14/2013

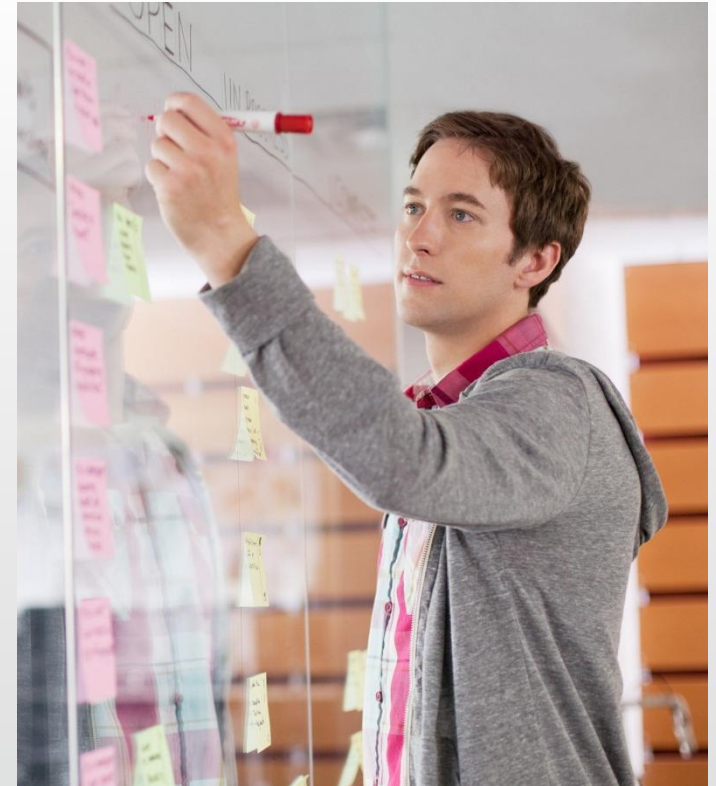
The 'Notes' section contains the following text:

Mgr Coaching Activity Notes  
04/14/2013 08:31:17 SYCLODSM1  
Note fr test



# Platform App Development Selection Criteria

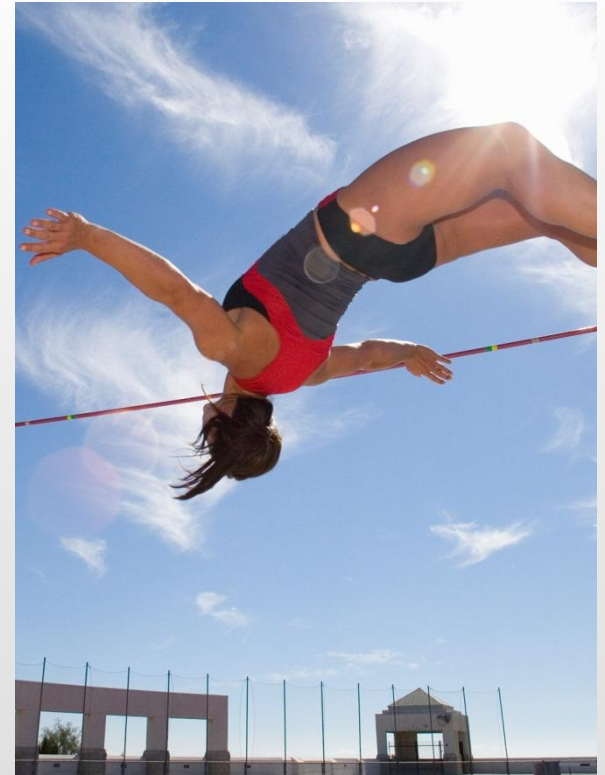
- ///// What native look and feel capabilities does it have?
- ///// How quickly can applications be developed and modified?
- ///// Does the platform support native & HTML based apps
- ///// What application templates are available?
- ///// Native development required?
- ///// Can existing skill sets be leveraged?



# Why SAP Agency?

(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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