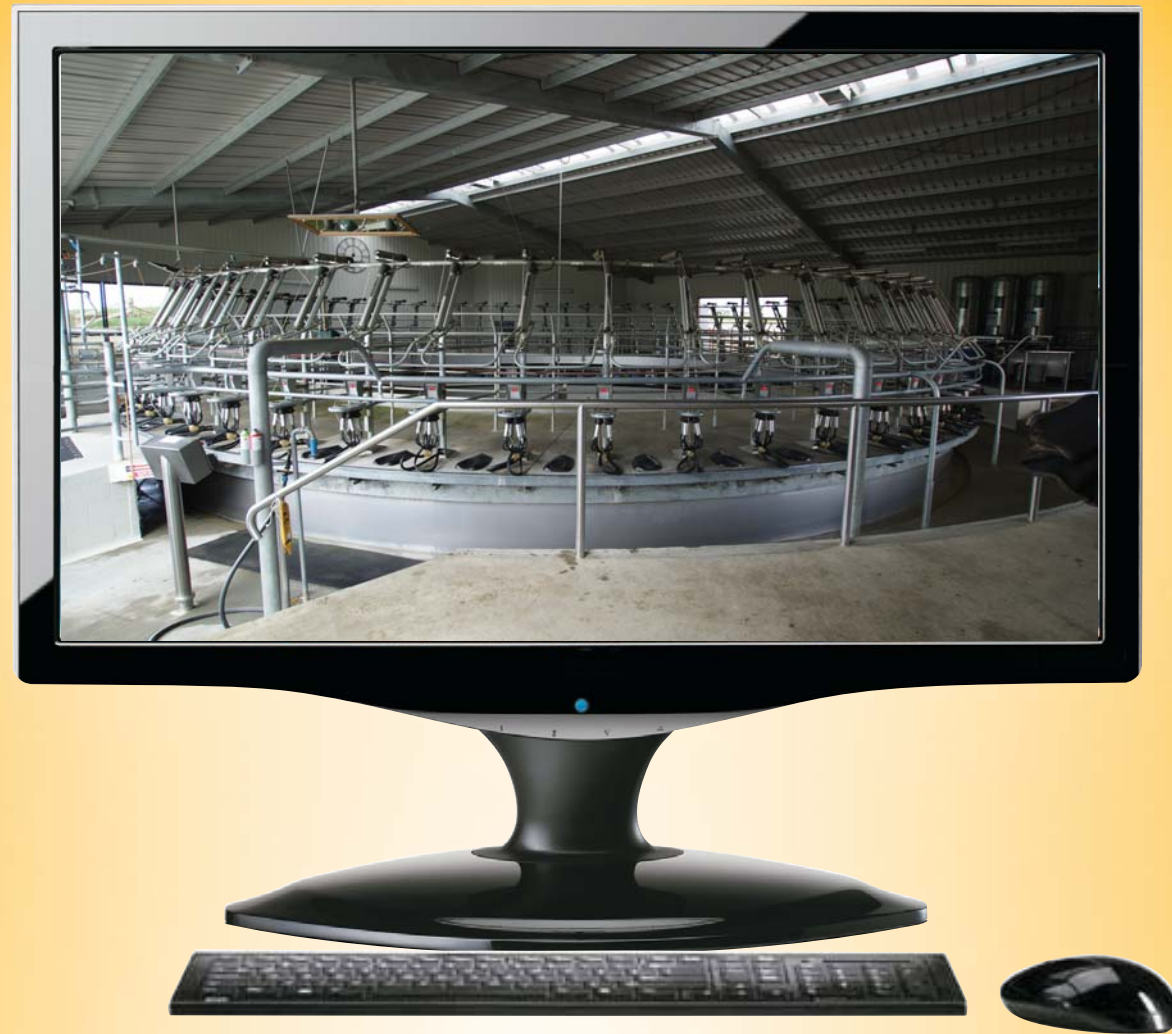




# Innovation at the right price for Waikato Milking



## THE SITUATION

New Zealand owned Waikato Milking Systems has forged a very strong presence in international markets, with 30% of their milking system equipment sold in multiple countries around the globe. Their innovation has struck the right note internationally on a playing field that is price and market conscious to the extreme.

## THE PAIN

Winning contracts is very much driven by the ability to quote and price competitively for the unique characteristics of each international market, which is influenced by different market mechanism, currencies and dealer arrangements. Waikato Milking felt stymied by their ageing bespoke price book solution for pricing management. Increasingly unworkable as a platform, it lacked accuracy and did not deliver the rapid turnaround in quoting and pricing that was essential in this tough export industry. These limitations became the catalyst for Waikato Milking to seek a world class CRM driven solution capable of integrating with a customised pricing management solution.

Innovation at the right price is what sets Waikato Milking apart. To compete on the world stage, they needed to simplify the management of multiple market pricelists to provide accurate, competitive, and potentially winning quotes.

"Pricing is the most important part of our business. You have to get it right to win business and to make money. We needed to be confident that our pricing was sharp, well informed and competitive."  
Dean Bell, General Manager, Waikato Milking Systems

## The grass is greener thanks to a world class CRM solution.

As an innovative company, Waikato Milking knows all about the advantages of tailored technology and local servicing. Calling for market solutions and partners, they discerned that Microsoft Dynamics CRM was a convincing out of the box solution that could be tailored for their quite specific pricing requirements through integration with Experlogix. Dean Bell explains, "This was not about finding a bespoke solution; this was about getting a partner who could give an innovative interpretation on a largely out-of-the-box software solution. Intergen's knowledge of CRM stood out and we quickly embarked on a direction of customising a very sophisticated tool in the CRM realm to our specific advantage. We felt confident that we were investing in a state of the art platform, but not one that we had to fit our business to - rather, one that fit all the drivers of our business."

## Unparalleled pricing visibility

Essentially, the Microsoft Dynamics CRM based application provides a back-end Pricing Manager that allows product price changes from the ERP system to be reported by a simple and easily managed workflow. Linked to a front-end Experlogix quote configurator, the solution provides easily streamlined access to pricing information across

multiple price lists, available by laptop to field staff. A mobile sales force can apply price adjustments, fine tune sale prices, currencies and margins. Tasks that were previously measured in days are now capable of happening automatically. The downstream effects of greater accuracy and a faster turnaround of quotes are enormous for the company and the service it provides.

Of even more significance is their ability to release new products quickly to the market, says Dean Bell. "A big win is our ability to push new products out to multiple markets rapidly, because we can put the pricing structures into place so easily. We now have unparalleled visibility of our product pricing and can make changes quickly and have the confidence that we are maintaining the appropriate selling price and margin at all times in all markets. Before, pricing adjustments could be as infrequent as every six months. Now we are driving the process."

## THE GAIN

Pricing that is up to date, accurate and relevant to international markets is a compelling - and winning - sales proposition.



## ENGINE ROOM:

- >> Microsoft Dynamics CRM 4.0
- >> Microsoft SQL Server 2008
- >> Visual Studio 2008