

eBusiness Success

Industry: Manufacturing
Company: Bobcat, a division of
Ingersoll-Rand



Customized Data Management Solutions Help Bobcat Close The Deal

Company Profile

Bobcat, Fargo, N.D., is a world leader in engineering, manufacturing and marketing of compact industrial, construction and agribusiness equipment, attachments and services.

Challenge

Bobcat's product and service data was stored in multiple, disparate databases and divisions, making it difficult to access and revise. The company was unable to efficiently provide its dealers up-to-date information on product prices and model specifications. Furthermore, any time product information changed, the company's paper-based system forced Bobcat to revise and reprint materials at significant expense.

eBusiness Solutions

Sundog used Lotus Notes and Java (J2EE)-based custom applications to create:

- DataCat, a dynamic relational database system and data management tool that serves as a comprehensive product catalog. The system connects all data so that if product information is updated on one marketing piece, that information is automatically updated on all materials that contain that product.
- BobQuote, a system that Bobcat dealers use in the field to configure equipment specifications and provide price quotes to clients.
- KopyCat, a BobQuote complement application that allows dealers to compare equipment to the competition's offerings.

Results

- Bobcat controls all critical information in one central location.
- DataCat saves time and financial resources through automatic materials updates.
- Dealers and employees can instantly access accurate, up-to-date product prices, specifications and configurations.
- With competitive and true price comparisons, dealers can close deals more quickly.
- The entire sales process is streamlined and strengthened.

To begin writing your own Sundog eBusiness success story, contact DC Lucas at 701-271-1721 or dc@sundog.net.