

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.

eBusiness Success

Industry: Athletic Training
Company: Frappier Acceleration Sports Training



Sundog Accelerates Frappier Acceleration

Company Profile

Frappier Acceleration Sports Training, Fargo, N.D., operates more than 100 training facilities throughout the United States and in several international locations. Each year thousands of high school, college and professional athletes use the company's unique training protocols and advanced exercise equipment to enhance their athletic performance, health and well being.

Challenges

- Frappier training requires athletes to perform various endurance and strength tests on specialized exercise equipment. To track results and adapt programs for specific athletes as they progress, Frappier trainers were required to manually monitor tests to capture critical data.
- Frappier did not have data storage and retrieval system for its employees and clients.
- The look and feel of the company's public website did not match its professionalism.

eBusiness Solutions

Sundog integrated open-source tools such as Apache Web server and PERL with high-end components such as an Oracle database and ActiveX controls to meet Frappier's challenges. Our solutions included:

- An interactive, database-driven and Web-enabled athlete information management system. The system uses a cable that ties a laptop computer directly to Frappier exercise machines. Performance information is fed directly into the computer, where customized software provides highly precise performance graphing.
- An extensive extranet for managing athletes, facilities and equipment. In addition to storing athlete performance information, it enables Frappier to generate flexible, customized and meaningful reports.
- An updated and easily maintained website.

Results

- Capture and evaluation of critical performance information with fewer employee hours.
- More accurate and timely data capture.
- Enhanced workout efficiency and improved results for clients.
- The ability to quantify and demonstrate training results.
- Easy data access for geographically disbursed Frappier facilities and clients.

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eBusiness Success

Industry: Insurance
Company: Clarica Insurance Company - U.S.



Sundog Connects Clarica

Company Profile

Clarica is a Fargo-based life insurance leader with more than 70 years of experience. It serves over 225,000 policyholders in 48 states and the District of Columbia. The company's more than 6,000 active independent agents and 70 independent marketing companies are spread out geographically.

Challenge

Clarica was unable to efficiently distribute its company and policy information to clients and employees.

eBusiness Solutions

Sundog conducted a series of interviews with key Clarica stakeholders, then devised an e-business plan with processes and procedures for managing and distributing information. The plan included faster and more user-friendly websites, an extranet and content tools.

Results

- Clarica controls all critical information.
- Electronic data management and distribution processes are improved dramatically.
- Clients, agents and employees can quickly and easily find and download information.
- The entire sales process is streamlined and strengthened.
- Client satisfaction is improved.

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