



White Paper

## Enterprise Asset Tracking Enhanced with a Smart Native Mobile App

Learn how Dunn-Edwards Paints, one of the nation's largest independent manufacturers and distributors of architectural, industrial and high performance paints and paint supplies, revolutionized its strategy for tracking valuable marketing assets for their across country field workers. With the Intellect 8 BPM Platform and smart native mobile apps, the Dunn-Edwards team now has access and insight into the status and location of all marketing assets ensuring nothing gets lost or overlooked.



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## Enterprise Mobility

Enterprise mobility is becoming the new standard as businesses adapt to supporting and leveraging the modern, always connected and on-the-go mobile workforce. In 2015, the world's mobile population is currently at 1.3 billion. That is 37.2% of the total workforce, which is an additional 300 million mobile workers in the world when compared to the workforce in 2010.<sup>(1)</sup> Many businesses are encountering a process gap within their current business structure, and mobility has become the new standard of overcoming and aiding this gap. With enterprise mobility, businesses are able to connect their processes, data and people around the clock on their preferred mobile device, providing continuous access to all needed data and reports.

Mobility enables enterprises to detach their work and data transfer from a specific location and instead of putting work on pause when outside the office, mobility allows important work to continue from anywhere at incremental times. Your business's success is dependent on the ability to access real-time data quickly and to make smarter and timelier decisions, therefore it is imperative to empower your business and processes to accomplish more from anywhere, at any time. Field workers, executives on the go and in house correspondents can be connected with all the needed people, processes and data, enhancing productivity, increasing sales, and lowering costs from any location.

## Dunn-Edwards' Asset Tracking Evaluation

Dunn-Edwards Paints has produced and sold premium paint products for more than 90 years and is the #1 Choice of Painting Professionals. With more than 115 company stores in California, Arizona, Nevada, New Mexico and Texas, and more than 75 authorized dealers throughout the Southwest, Dunn-Edwards is one of the nation's largest independent manufacturers and distributors of architectural, industrial and high performance paints and paint supplies.<sup>(2)</sup>



<sup>(1)</sup> IDC Worldwide Mobile Worker Population 2011-2015 Forecast (Doc #232073)

<sup>(2)</sup> Press Releases - Dunn-Edwards Paints. Press Releases - Dunn-Edwards Paints. N.p. 9 June 2015. Web.

Dunn-Edwards realized they were in severe need of a mobile process solution in the beginning of 2014. The company was experiencing issues with the process of tracking their valuable marketing materials, referred to as 'Travel Kits' and 'Color Libraries', which are issued out to specific segments of customers; architectural firms, property service management companies, and interior designers. They had no standardized process to order, track and issue these marketing materials and no manager approval process. The Architectural Sales Reps (ASR) had no visibility into the fulfillment process and there was no accountability at the store level for these distributed materials. Once the assets hit the stores, there was no standardized process for releasing these items. The materials were not properly delivered to the appropriate ASR about 40% of the time. The ASRs did not have a synchronized system or process to record which customers have what items, resulting in system chaos and significant cost measures.

Their ordering process varied by their ASRs and was laden with baked in assumptions. The assumption was that with their current process, the ASR would be charged for the 'Color Kit(s)' once they have been placed and they would eventually retrieve said 'Color Kit(s)' when it had been shipped to a store location. This became a major issue, because there were no notifications as to where the items were, and the ASRs were being charged for something they had never received. This process was overall inefficient, costly and did not address the vital customer tracking element that the business required.

An internal company inventory management meeting was called to gain insight on the various marketing items that were distributed to ASRs and to customer sites. The numbers provided did not match what their backend system tracked. Many 'Color Kits' were misplaced and unaccounted for due to the lack of a developed tracking system, costing the company a loss of about \$200,000 in lost inventory annually.

Dunn-Edwards had a planned 2015 initiative of launching a new color system, which included the development of new 'Color Kits'. The new 'Travel Kit' and 'Color Library' were planned to be slightly more expensive than the existing kits, ranging from \$300 to \$400. With the issues caused by the lack of process structure, the Dunn-Edwards team did not want to invest this money without securing a new process, to ensure the proper care and delivery of these key marketing assets.

## An Intuitive Mobile Solution

After evaluating both internal and external potential solutions, Dunn-Edwards had not found the right fit that met all of their needs. The work of the ASRs is not tied to a specific store and or office, for most of the ASRs are out working in the field, within the region the company operates: California, Nevada, New Mexico, Arizona, and areas of Texas. This meant that they needed a completely mobile solution that was user intuitive, end-to-end visible and able to integrate with their SAP back-end system. They had constrained IT resources, so they needed a system that was intuitive for the everyday business person to use and easily maintainable by their IT resources.

This is when Intellect came into play!

When they evaluated the Intellect 8 BPM Platform and native mobile apps they felt that it "Was the only option that met all [Dunn Edwards] requirements and was the most cost effective" said, Jose Garcia, SAP Application Manager, Dunn-Edwards Corp. The Intellect platform had the functionality to automate the entire asset tracking process, customized to their unique needs.

Dunn-Edwards was able to develop their mobile 'Asset Tracking' app in a matter of weeks. The appointed internal system manager that led the development had little coding background, and felt at ease when

managing and making configuration changes to their app. This is a true testament to the ease of use of the Intellect 8 BPM Platform.

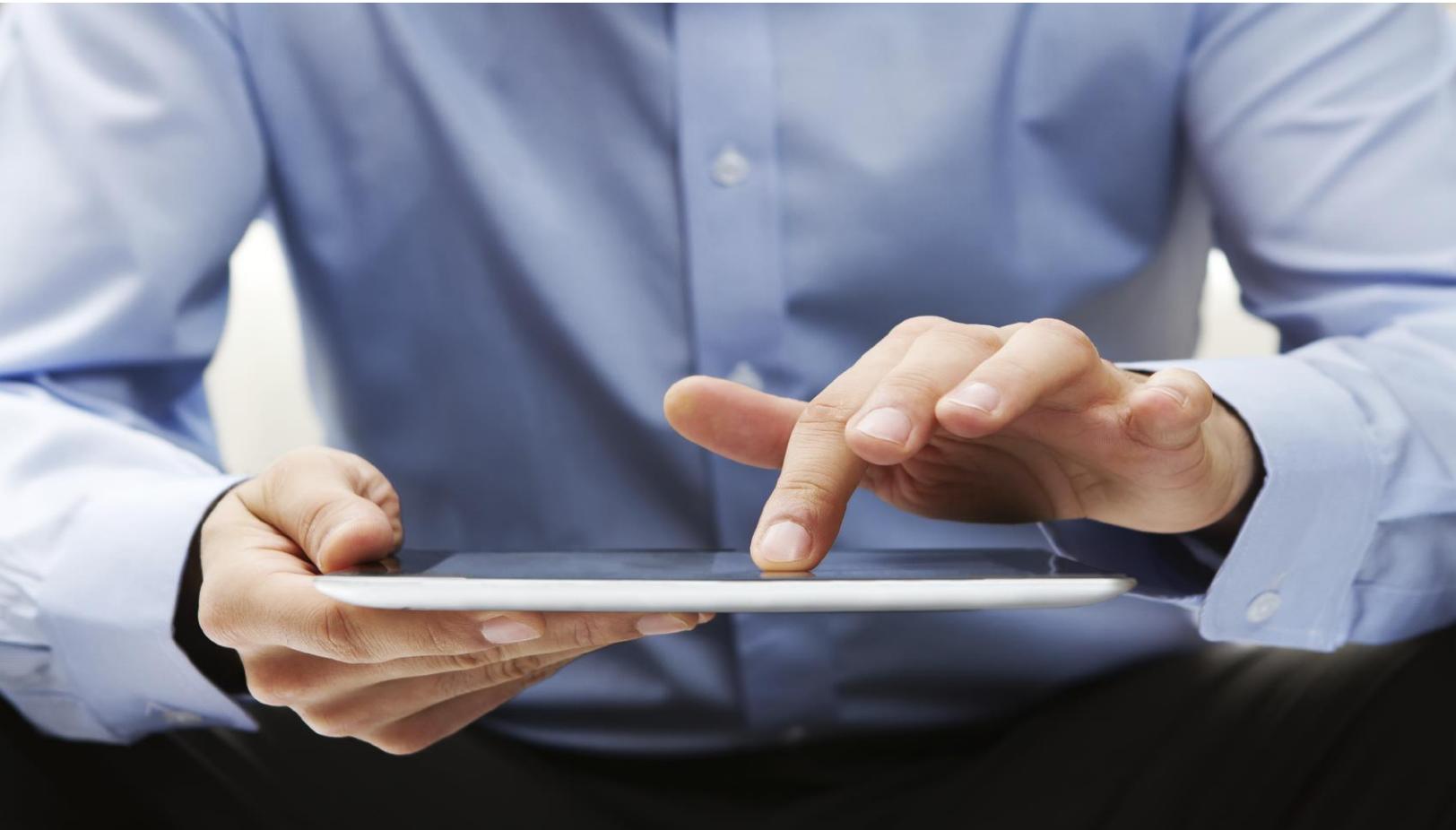
From concept to deployment, the Intellect Asset Tracking App took about 5 weeks. This time frame proved to be a rapid time to launch solution for Dunn Edwards, securing a concrete solution before the implementation of their 2015 company initiative.

## **SAP Integration**

Dunn-Edwards' SAP software is vital to their business and is the foundation of their IT infrastructure. It was essential for Dunn-Edwards to implement an Asset Tracking solution that could seamlessly integrate with their SAP back-end.

The communication between their SAP back-end system and the Asset Tracking solution is critical to ensure consistent connection between the various steps within their process.

With Intellect, a simple webservice was built out to incorporate back and forth communication from the Intellect Smart Enterprise App and SAP providing unified connectivity at all times.



## Dunn-Edwards Enhances Asset Tracking Management with Intellect

The Intellect Asset Tracking app, deployed as a native mobile Android app, needed to address two business processes and needs. It needed to enhance both the procurement and ordering of the 'Travel Kits' and 'Color Libraries.'

With the Intellect Platform, Dunn-Edwards efficiency automated and streamlined this entire process. The Asset Tracking mobile app incorporates an order form so that the individual ASRs can request one of four marketing items. The order then goes out for management approval, which is a critical requirement to keep track of all marketing items.

The requests include and track the following information:

- How many items have been ordered
- How many orders have been placed
- How many items the store already has

Once the request has been approved, there is communication to their main Phoenix plant through integration with SAP. Once the order hits the fulfillment center, it is packaged and shipped and at every stage there is a confirmation notification that is sent to the ASRs through the Intellect Asset Tracking app.

Intellect provided Dunn-Edwards with end-to-end reporting and visibility, enabling managers to properly run and manage the procurement of all marketing materials, to make timely decisions, and to give ASRs continued awareness of the location and status of their own ordered items. With the app, ASRs can place whatever items are in their inventory to a specific customer and managers have visibility via dashboards and reports on who has ordered what, what has been placed with what customers, what is in process and what is available or out of stock.

With the implementation of the Intellect platform, Dunn-Edwards has visibility into customer relationships, how much time is spent with these customers, and what items have been issued that are directly traced to the company sales. If they are spending a lot of time and investing in marketing materials on a particular customer and they are not purchasing from them [Dunn-Edwards], they can pull the product and marketing kits and repurpose their time and materials to another potential customer.

## Benefits of an Asset Tracking App

At the loss of \$200,000 annually, due to the lack of structured tracking and visibility, and the 2015 cost increase of the 'Color Kits', Dunn-Edwards knew something needed to change. They invested in the deployment and annual subscription of the Intellect 8 BPM Platform, for they believed it was the proper fit for their unique business needs and would allow for future modifications and enable true business agility.

Now that they have a secure solution, marketing items will be accounted for and ASRs will have continuous knowledge and established responsibilities to which items they order and own. After implementing Intellect as a solid 'Asset Tracking' solution, Dunn-Edwards saw a fast ROI of less than two months and with an annual ROI of more than \$200,000.

## Mobilize with Intellect

With its award winning BPM Platform and user friendly drag-and-drop interface that requires no programming or software coding, Intellect offers one of the most rapid-to-launch solutions in the industry that is ideal for enterprise and midmarket companies seeking fast time-to-value. Intellect is often used to help organizations with limited or constrained IT resources, as well as to empower business executives who want to build enterprise apps without relying on software programmers.

Intellect's native mobile apps allow your business to stay connected and updated with real-time data and insight from anywhere at any time, using your preferred iOS or Android device. Intellect's native mobile app capabilities allow you to consistently manage your processes, monitor task completion while work is in progress, acquire data from anywhere, upload photos from the field, and stay connected while managing your operations and data. Offline capabilities allow mobile workers to continually capture new data and photos at all times even when internet connectivity is lost and once reconnected to the internet, all data and information that had been entered while offline will automatically synch up.

With the continuing growth of the modern, always connected and on-the-go mobile workforce, it is important to secure a Smart Enterprise App and process solution that enhances operational efficiency and connects the processes, data and people of your organization in real-time. Data and materials can often get overlooked and misplaced, when not properly managed. Lack of structure and automation with a business process can led to human prone error and cost inefficiencies for an enterprise as a whole.

As Dunn-Edwards had experienced, managing a process without a formalized and thought out structure is inefficient and cost prohibitive. Intellect has provided the Dunn-Edwards team a solution that is optimized for mobile with the ability to complete, track and manage orders from anywhere, which has proven to be an immense value asset, time and cost saving and greater insight into customer behavior that can help increase sales.

## About Intellect

Intellect is a leader in Cloud BPM software with a focus on the fastest ROI in the BPM industry and enabling enterprise agility. The Intellect 8 BPM platform empowers everyone to innovate with Smart Enterprise Apps, ranging from simple to mission-critical apps, without the need for programming. The app-centric Intellect 8 BPM Platform offers the industry's most intuitive solution for connecting apps, people and processes. Intellect business apps can be deployed on the web and as a native mobile app in minutes on any iOS and Android device. Intellect works with hundreds of customers in areas including construction, financial services, healthcare, manufacturing, retail, technology, education, government, and other industries.

To learn more, please visit [www.intellect.com](http://www.intellect.com).