

**Case Study :** Wrap N Pack ([www.wrapnpack.com](http://www.wrapnpack.com))

**Project :** Sales Force Automation / Extended Sales Analysis Tools

### **Executive Summary :**

Wrap N Pack required the design and implementation of Lotus Notes based databases that provided useful tools for its extended sales force. Wrap N Pack is now able to manage the information of over 5,000 customers and create "on-demand" analysis to further extend its ability to analyze customer purchasing behavior.

### **► Business Challenge**

- Wrap N Pack is a company that specializes in corrugated boxes and related materials. There is a high transaction rate in this business and an extended sales force is required to meet customer needs and compete effectively. The Wrap N Pack organization implemented the Lotus Notes collaboration / messaging platform to address all communications, but required more functionality than provided in the basic applications provided by this system. Sales Reps were desired to be more effective and informed.
- While these needs were identified, Wrap N Pack did not have the internal resources necessary to create custom tools to deal with a growing sales force that needed more tools to remain competitive.

### **► What Was Done**

- The NetEnvisage team was able to create Lotus Notes based tools more effectively manage customer information. The "Resources" database contained key information related to customers and was integrated into both e-mail and fax technologies.
- In addition to this tool, connectors to back end DB2 databases were developed to gather enterprise data. Once connected, a analysis tool was created to provide Wrap N Pack management with "on-demand" reporting capabilities. Historical data was analyzed to create "defections". These documents pointed out customers that should be targeted based upon their ordering history. Wrap n Pack was able to create the defections based upon threshold criteria that they controlled.

### **► Results**

- The Wrap N Pack organization was able to more effectively use their Lotus Notes infrastructure to create dynamic tools that utilized existing data to make sales representatives more effective.
- Based upon the success of these tools, Wrap N Pack now has the foundation for developing other tools to positively effect other facets of their business.