

Innovative Collaboration + Discussion Drive Sales Force



HUBER+SUHNER provides innovative components and subsystems for cellular/mobile communications and internet/broadband systems to its worldwide customer base. As a global company headquartered in Switzerland, they have 3,777 employees worldwide and subsidiaries and distributors in countries such as: United States, United Kingdom, Germany, France Singapore, China, Australia, Finland, Norway, Italy, Eastern Europe and Africa. HUBER+SUHNER strives to maintain high quality by being reliable, speedy and responsive to its customers and employees.

In order to continue delivering quality products and services, HUBER+SUHNER realized it needed to enhance its portal, Sales.Net. All sales divisions on a worldwide level use the Sales.Net portal, which provides key account management information. HUBER+SUHNER wanted to diversify and extend its capabilities by adding an intrinsically flexible web-based collaboration tool that could leverage all documents by allowing them to be easily discussed by team members, provide ubiquitous access to information, and improve sales productivity. In addition, they felt real-time communication was also paramount, as sales employees needed to be able to have online discussions via HTML chat and communicate using e-mail postings with attachments. The Sales.Net would be their personal organizer in every way imaginable.

Why SiteScape?

According to Susanne Oettli Guttinger of HUBER+SUHNER's corporate marketing services, online media group, "when evaluating solutions for the Sales.Net, we tested Lotus Websphere and OpenText but admit the pricing and all-round performance could not compete with SiteScape.

"SiteScape is so much more flexible and provided all the technical know-how to integrate with Sales.Net effectively. The user features in Forum are exactly what we were searching for to greatly improve and enhance our Sales.Net portal," said Oettli.

Staying in Tune with SiteScape Forum

To sell its products more effectively, HUBER+SUHNER wanted to ensure that their worldwide subsidiaries and distributors have access to accurate, concise and complete information. SiteScape Forum makes this possible by easily distributing information to a wide audience and providing greater accessibility to global key account forums. Sales representatives can now obtain and share success stories, product information, contact details, etc. from wherever they are in the world.

Organization: Huber + Suhner

Industry: Telecommunications

Business Problem:

Needed a web-based solution that integrated into the Sales.Net portal, to provide content management and improve communication with the global organization, as well as subsidiaries and distributors

Website: <http://www.hubersuhner.com/>

Problems Solved:

- Improved information sharing within departments, across business divisions and with business partners
- Improved distribution of information to HUBER+SUHNER's globally located organizations
- Enhanced information gathering
- Improved project management
- Stimulated reactions and interactive discussions
- Provided greater productivity and achievement in the sales cycle

The Forum Implementation:

- SiteScape Forum
- 800 users

The Bottom Line:

SiteScape Forum has greatly advanced the communication between sales representatives worldwide.

SiteScape Forum works effectively between the Sales Forces and the Global Center of Excellence and feeds the communication through Sales.Net under four main business topics:

- Products and Applications
- Market Segment Information
- Customers / Competitors
- Success Stories / Events

Oettli Guttinger's group works hard to ensure quality assurance within Sales.net and Forum. "Forum has created a greater distribution of information to our global organizations and it has enabled more open dialogue. Additionally, we only give access to our users once they have attended our specifically-defined user training," proclaims Susanne Oettli Guttinger. "This gives us the advantage that we know every user is on the same information level on how to use forums in our Sales.Net," she adds. Oettli Guttinger's group also carefully monitors Forum postings for quality purposes and encourages the HUBER+SUHNER subject matter experts to post answers in Sales.Net when they are remiss.

Forum has changed the workplace culture; staff share information more freely and easily, building an information database that they utilize effectively.

Since Sales.Net went live in January 2002, HUBER+SUHNER, the implementation has gone smoothly, due to the solid training and round-the-clock support provided by SiteScape. HUBER+SUHNER believe that SiteScape has always been extremely helpful with requests and technical support. Oettli Guttinger comments, "SiteScape's technical support is very professional and helpful. Often, by searching the Support Forum, you will find the solution to your problem already answered, without having to post it."

HUBER+SUHNER has big plans for both SiteScape Forum and the Sales.Net portal in the near future. One possibility is to use workflow to facilitate general processes, such as approving expense claims.