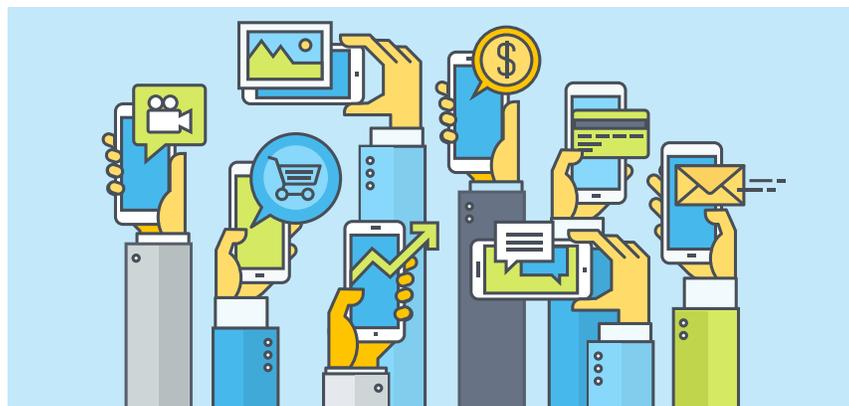




CASE STUDY

Mobile Commerce: Staying Ahead of the Competition

Market leader Peavey Electronics' powerful strategy for equipping reps and dealers with mobile B2B eCommerce technology.



Peavey is making key investments in Handshake's mobile commerce solutions for both dealers and reps.

Peavey Electronics is one of the largest manufacturers and suppliers of musical instruments, amplifiers, and professional audio systems in the world. Founded by Hartley Peavey in 1965 as a one-man shop selling hand-built amplifiers, the company now distributes products to thousands of dealers in 136 countries and provides some of the largest audio installations around the globe to theme parks, airports, stadiums, and other notable venues.

Peavey's brand DNA has always included a strong focus on innovation, spanning more than 130 patents that have left an indelible impact on the music industry. According to Fred Poole, General Manager of Product Development & North American Sales, "We're never afraid to try something new. We want to lead, and a lot of our competitors will follow."

That pioneering philosophy has applied not just to product development, but also to Peavey's business operations as well. Peavey remains one of the largest privately held corporations in the industry, with an emphasis on responding rapidly to market changes. "We can make quick decisions and ultimately do the right thing for the customer," says Poole.

Indeed, Peavey is already setting up their dealers for success in today's on-demand economy by making key investments in mobile technology, equipping dealers with Handshake Direct Mobile, a mobile B2B eCommerce solution, and sales reps with Handshake's mobile order writing software.

By making it easier than ever for these retail stores to do business with their brand, Peavey is forging ahead of the competition once again.



“

Our products are better than the competition. Our job is to make sure customers know that. The bottom line is that the more information you can provide--the more our dealers and customers know about Peavey--the better.

”

Fred Poole

General Manager of
Product Development
& North American Sales,
Peavey Electronics

Handshake Direct Mobile allows dealers to access key information and place orders around the clock.

Empowering Dealers with Greater Information Access & 24/7 Ordering

Peavey's move towards mobile technology is the result of fundamental shifts in the way people buy and sell products in the music and other industries today. "The world has changed dramatically," says Poole. "The Internet has allowed instant access to brand and product information, so the end customer often knows more about the product than the dealer before they even walk into the store."

In the face of this highly educated consumer, Peavey saw the need to empower dealers with more direct access to key product information and promotional details. They also recognized that as mobile devices become more powerful and ubiquitous than ever, mobile commerce capabilities are becoming table stakes for success. As Poole puts it, "These are the basics of doing business in the 21st Century."

To build this direct line of communication and commerce between the Peavey brand and their dealers, the company is rolling out Handshake's mobile B2B eCommerce solution, Handshake Direct Mobile. Handshake Direct Mobile is a solution designed specifically for retailers, allowing them to access a brand's product catalog from their mobile devices and place reorders around the clock.

Staying in direct contact with dealers via push notifications and other in-app alerts also enables Peavey to provide real-time, immediate access to information about new products and promotions, as well as shipping updates, reorder reminders, and more--through a device that the dealer is always carrying around in his or her pocket.

By making it convenient for customers to act on this information and place orders anytime, anywhere, Peavey will ultimately be able to increase sales and win market share from competitors.



"In conversations with Handshake, I knew that they understood our end vision for what we could do with mobile technology. It was also very easy to use, and it could be implemented quickly."

Fred Poole

General Manager of Product Development & North American Sales, Peavey Electronics

The Handshake mobile order writing application helps reps sell more efficiently.

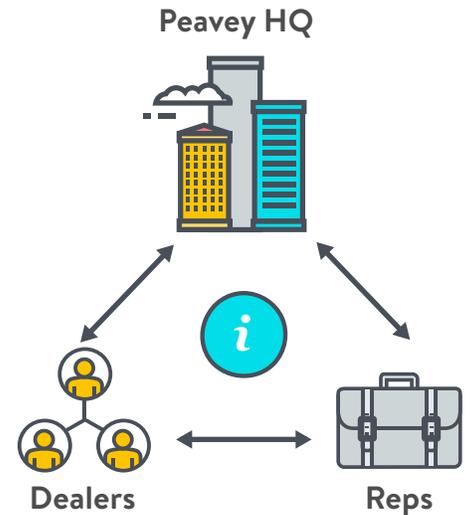
Improving How Reps Serve Dealers

The second piece of Peavey’s mobile puzzle is also designed to set dealers up for success—by ensuring that sales reps can support them as effectively as possible. According to Poole, the relationships between sales reps and customers remain a critical part of Peavey’s sales process. “That role isn’t going away. Our reps show off our products, do demos, and educate our dealers. What we’re doing is using technology to enhance that experience.”

Previously, Peavey’s sales reps were writing and submitting orders manually through a variety of disparate methods, from Excel spreadsheets to photos of items and quantities scribbled on napkins and scraps of paper. Once received, the orders then had to be deciphered and entered into SAP, the company’s ERP system. Like any other manual process, this approach was prone to errors and delays.

With Handshake’s mobile order writing application, Handshake Rep, on their iPads and iPhones, reps are much more organized and prepared before each meeting. They can access detailed customer information, an interactive digital product catalog, and an intuitive order writing interface. Once orders are written, they can also be synced immediately with Peavey’s SAP instance for fulfillment.

Handshake not only reduces errors by providing a uniform way for orders to get to the back office, but also allows Peavey’s sales reps to pull whatever information they need during sales appointments, including customer-specific pricing, customer order history, inventory availability, and product images and descriptions. Reps can then write orders quickly and efficiently within the app, and ultimately focus their valuable time with customers on critical product education materials and demos.



“It’s more than an ordering tool for our sales reps and dealers. My vision is for Handshake to provide real-time access to promotions, new product information, shipping notifications, and other updates. It’s about having direct communication between the brand and our sales reps, and between the brand and over 2000 dealers. We want to make sure everyone has all the information they need.”

Fred Poole

General Manager of Product Development & North American Sales, Peavey Electronics

A Closer Look: Integrating to SAP, Peavey's ERP

Peavey's operational goals related to their mobile B2B eCommerce implementation were two-fold. First, it was critical to automate the distribution of information from their ERP, SAP, to their dealers and reps. Second, they wanted to reduce the manual processes that led to order errors and delays in the past. As Poole noted, "we wouldn't be able to fully realize the advantages of a real-time mobile solution without automating the transfer of information between SAP and Handshake."

In order to achieve the level of automation required by Peavey, Handshake needed to directly integrate through its flexible, open API to SAP. Given the Handshake Professional Services Team's, experience with SAP integrations, they understood that each installation was unique because of the complexity and configurability of the system.

In this case, Peavey was running SAP R/3, an older version of the ERP, and was using custom Z tables to store their data, which made exporting information from the system a challenge. To access the data, Handshake used an SAP Gateway component and developed custom scripts for each object type that needed to be exported from SAP. This solution enables the Handshake API to seamlessly locate and sync the required data for products, prices, customers, inventory, and order history from Peavey's Z tables.

Importing orders from Handshake into Peavey's SAP installation, on the other hand, proved more straightforward than exporting information. Using SAP BAPI (Business Application Programming Interface), which treats sales orders as a standard object, Handshake Professional Services was able to build a more conventional API-to-API integration between Handshake and SAP.

Handshake's custom-built SAP integration for Peavey has successfully automated the flow of information between the two systems. With real-time information now at their fingertips, dealers and reps can make smarter ordering decisions. What's more, according to the Peavey team numerous other vendors had attempted to integrate other solutions to their version of SAP R/3 to no avail, and were impressed that Handshake could accomplish the feat.

In the end, Handshake's combination of integration expertise and mobile-first leadership is helping Peavey gain an edge with its dealers in today's on-demand economy.

Forward-thinking brands are realizing that mobile B2B eCommerce technology is key to success.

Handshake's Impact in An On-Demand Economy

Handshake's mobile B2B eCommerce solutions will have an enormous impact on how Peavey interacts with dealers and, by extension, end customers. To summarize, Peavey decided to invest in Handshake's software in order to:

1. Increase Sales

Peavey is driving sales by making it as easy as possible for their dealers to do business with the brand through timely, actionable information, 24/7 ordering and an improved in-person sales experience.

2. Improve Communication

By staying connected to both their sales reps and dealers via mobile devices, Peavey is able to craft cohesive messaging across multiple touchpoints, disseminating key brand, product, and customer service updates instantaneously.

3. Faster Order Processing

Peavey is reducing the costs associated with order errors and submission delays by offering a more uniform, efficient way for orders to come in from both dealers and sales reps.

4. Stay Ahead of Competitors

With these investments in mobile technology, Peavey is staying on the forefront of B2B eCommerce trends, reinforcing the brand's position as an industry leader.

Forward-thinking brands like Peavey are increasingly coming to the realization that mobile technology will be key to success in the on-demand economy.

Handshake's Impact



1. Increased Sales



2. Improved Communication



3. Faster Order Processing



4. Competitive Advantage

Brands that don't invest in mobile order writing and B2B eCommerce solutions will fall behind.

As more brands adopt mobile order writing and B2B eCommerce solutions, those that don't will lose business by failing to meet rising customer expectations.

To find out more about how Handshake can help your business implement mobile order writing software and/or mobile B2B eCommerce, contact us today.

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“We all have to focus on mobile. We need to be aware of how people make purchases in today's marketplace and allow people to do business with us in ways that are convenient for them. If you want to communicate with your customers, you need to be part of their world.”

Fred Poole

General Manager of Product Development & North American Sales, Peavey Electronics