

Arysta streamlines their information system in the global agribusiness and life science industries

Client Profile



Arysta LifeScience Corporation is focused on helping its customers cultivate business growth in the global agriscience and lifescience marketplace through the development, marketing and distribution of high quality chemical solutions.

From its headquarters in Tokyo, Arysta LifeScience markets a portfolio of more than 150 products in more than 125 countries worldwide, with a focus on emerging markets. Responding to the changing needs of today's dynamic marketplace, Arysta LifeScience is sensitive to the responsibilities that come with delivering needed and valuable products around the globe.

Industry

Agricultural Trials – Life Science

Region

International

ExpeData® ENABLING *Anoto* FUNCTIONALITY

The Challenge

Arysta LifeScience Corporation focuses on helping its customers cultivate business growth through the development, marketing and distribution of high quality chemical solutions. Arysta's sales representatives were not using the recently installed Customer Relationship Management (CRM) system due to difficulty in entering information. The lack of quality information delayed field investigations and product inquiries. Sales forecast data, actions items and meeting notes were being gathered manually, using paper forms, and entered at the end of each work day by the sales representatives. Additionally, product sales forecasts were being managed using various spreadsheets and distributed via email. Arysta needed an easy way for sales representatives to enter information into the CRM system that the retailers and growers were comfortable with. Arysta turned to Indigo Ice to help design and implement a more effective method for entering data.

The Solution

Indigo Ice recommended the ExpeData® Digital Writing Platform (EDWP) to help Arysta achieve their objectives. Arysta's sales team now captures information at the point of sale using digital pen and paper. At the end of each day, they place the pen in a cradle connected to a PC. The data is transmitted to the EDWP where it is converted to data and sent to the CRM system. Data is available within minutes to anyone with access to the CRM system, eliminating the need for re-keying of information. The new process allows representatives to capture information conveniently and naturally, while providing a real-time view of information to upper management.



The Results

Partner Profile

The logo for Indigo Ice, featuring the words "indigo ice" in a white, lowercase, sans-serif font on a dark blue rectangular background.

Brought to life in 2002 as the evolution of a two-year-old marketing communications company, Indigo Ice Inc. has become one of Canada's only Outsourced Marketing Departments.

The ExpeData Digital Writing Platform enabled Arysta sales representatives to capture valuable information naturally, without changing their process. Sales forecasts auto-generated by the CRM system are more accurate, complete and readily available to management. Timely access to product inquiry and field investigation information enables rapid processing and resolution of inquiries. The EDWP saves each sales representative 2-3 hours a week. The CRM system investment is enhanced by receiving more complete and accurate information as structured data directly from the handwritten forms. Information no longer has to be mailed to the home office for key-entry or manually entered into the CRM system at the close of each business day, eliminating mailing and postage costs. Cycle times are improved and repetitive steps removed, making more time available for revenue-generating activities.

“ Unfortunately, without a quick and easy process for inputting information, our new CRM system was not getting used by our sales representatives in the field and ultimately provided no value. Without good information going into any system, any analysis is of no value. The digital writing platform has allowed our organization to deal with that challenge. ”

*Craig Brekkas, Western Canadian Manager
Arysta LifeScience Canada*

The logo for ExpeData, featuring the word "EXPE" in a large, bold, blue font, followed by "DATA" in a smaller, blue font. A stylized orange and yellow graphic element is positioned between "EXPE" and "DATA".

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