



We couldn't run our business nearly as efficiently without WebEx Workspace.

— Mark Laws, Chief Operating Office, Rockwell Technology Group

Rockwell Technology Group uses WebEx Workspace to Efficiently and Securely Manage Mission Critical Business Information



INDUSTRY
High Tech

WEBEX APPLICATIONS
WebEx Workspace

SUMMARY
Rockwell Technology Group uses WebEx Workspace as an extranet to facilitate the delivery of custom-designed software to its clients, project management and customer relationship management.

ABOUT ROCKWELL TECHNOLOGY GROUP
Line of Business
Business Information Solutions

Headquarters
Grand Rapids, Michigan

WebEx Customer Since 2003

Rockwell Technology Group, a business information solutions firm based in Grand Rapids, MI, builds and implements web-enabled solutions and provides custom programming services with SoftVelocity's Clarion® 4th generation language, IBM's RPG/400 platform and Microsoft's Visual Basic and C Plus® platforms. Rockwell applications are compatible with the Microsoft Access® and SQL/Server®, Oracle® data management systems, and the IBM AS/400 I-Series DB2 database servers. Rockwell also provides Enterprise Resource Planning (ERP), and project management services.

The Challenge

Rockwell's customers are spread across Canada, and are also based in Chicago and Detroit - with 65 percent in manufacturing services for the 'Big Three' auto companies, and the remainder in management services and insurance. Rockwell was faced with the challenge on how to save travel costs and reduce face-to-face consulting time while maintaining a close relationship with their customers.

The Solution

WebEx Workspace is enabling Rockwell Technology Group to instantly deliver custom-designed software updates and patches to its customers. "As soon as our developers have new custom software ready for delivery, I can call up our customer and say, 'It's ready. Go to our WebEx Workspace location, click on the Guest Folder and the software will be in there under your company's name. You can download it and you're good to go,'" says Mark Laws, Chief Operating Office, Rockwell Technology Group.

Using WebEx Workspace as a delivery vehicle saves time and money for Rockwell Technology Group and its clients. "If we couldn't do this, we'd have to have our developers burn the software onto a CD or DVD and either mail it or drop it off. WebEx Workspace frequently saves us from having to run to our customer sites," Laws says. "Our customers like the fact they are not paying for us to travel to their site to upload the software; it saves them the consultation charges that normally would be involved. For us, the time savings are tremendous. It allows us to service even more clients. So, it's a win-win solution."

WebEx Workspace not only provides efficiency, but security as well. "In delivering our software this way, we're not concerned about security," says Laws, "because WebEx Workspace offers SSL, and even beyond that, we control the security because we can put whatever security we want on the software program itself."

Using the folder-level security, Rockwell gives permissions to their customers to use the Guest Folders – with each customer having access to the information that's only relevant to them.

Besides using WebEx Workspace as an extranet, Rockwell uses the solution's suite of online collaboration tools for internal operations, particularly the WebEx Workspace Document Manager, Database Manager, Discussion Forums, Online Calendar and Group Scheduling, and the Task Manager.



“Before we subscribed to WebEx Workspace, our client database was stuck on a desktop, so we only had access to it when we were in the office. This was a very cumbersome database too; we had 3,000 fields of information in it. We were able to take all these fields and easily import them into one of WebEx Workspace’s template databases, where we added an Activity Log to better manage the information.”

— Mark Laws, Chief Operating Office, Rockwell Technology Group

Document Manager

Rockwell Technology Group keeps its client proposals, sales literature, and HR documents on the WebEx Workspace Document Manager. Because this data is accessible from anywhere, Rockwell’s consultants never have to worry about having access to the right documents when at the client site or on the road – the latest versions of the right documents can be retrieved from any browser.

Customer Relationship Management

Rockwell Technology Group also keeps all of its customer contracts on the WebEx Workspace Database Manager. “We set it up so the WebEx Workspace Database Activity Log keeps track of all tasks and reminds you when the action is due for that client. We never miss anything. We know when we first come into the office in the morning to check it: “There are 3 things that I need to do today! This also looks good for the company. Our customers or prospects will say, ‘Wow, a call from two different reps and everybody’s on the same page and nothing fell through the cracks”.

Facilitates Client Visits

The firm also keeps all information about client hardware and software - client profiles -- on the WebEx Workspace Database Manager. “It’s fantastic to have all this information at our fingertips online, when we’re at a client site. Most client locations have wireless in their facilities, or a place where you can plug into Internet access, so you can update and retrieve this information easily.”

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Discussion Forums

“We frequently jump on the WebEx Workspace Discussion Forum to hold discussions remotely and it saves us a lot of driving time -- easily 10 or 15 hours a week. The Discussion Forum keeps a record of our comments. If one person’s not able to be there online, we just drop them an email off the discussion board with a link on it so that they can catch up on their own time.”

Online Calendar and Group Scheduling

“We use the WebEx Workspace Online Calendar and Group Scheduling quite extensively, since we’re not all based in the same office. We want to make sure we don’t double-book ourselves for customer visits. For instance, I can call a customer to set up an appointment for

one of our consultants -- first looking online at his calendar to make sure I’m not double-booking him -- and then send him an email notification. I can check off the switch that he has to respond to me to let me know he’s seen the message. Then he or I can set up a two-hour prior reminder of the event. This works out really well.”

Task Manager

Rockwell Technology Group uses the WebEx Workspace Task Manager for project management. The company President typically sets up and assigns all the tasks and he’s able to monitor progress online as tasks are completed.

“WebEx Workspace is a natural fit for us. It’s the backbone of our business. Our industry is information intensive and keeping track of information is mission critical for us. We have millions of gigabytes stored on WebEx Workspace. If one of our computers crashes, we don’t have to worry about losing any data; we just go to another computer and get on our WebEx Workspace and it’s there,” Laws concluded.

HIGHLIGHTS

- Using WebEx Workspace as a delivery vehicle saves time and money for Rockwell Technology Group and its clients.
- WebEx Workspace has become the backbone of Rockwell’s business, allowing all of the firm’s consultants to store and share information, collaborate with each other and clients and keep track of their tasks and priorities.
- With millions of gigabytes stored on WebEx Workspace, the company is assured that its information is always accessible and safe from loss.