



Case Study >> Mayer Electric Supply

Mayer Electric Supply Puts the Customer First with Business Integration

Mayer Electric, a \$700 million business-to-business supplier of electrical equipment, is selling 500,000 products to customers across all industries. Mayer needed to find a way to improve their online catalog, extending its availability to their customers' e-procurement systems. One of Mayer's guiding principles is putting the customer first, but the firm was finding it challenging to adhere to that principle when it came to the eCommerce technologies and needed to make it easy for customers to do business with them. By working with Hubspan and implementing eCommerce Punchout and an integrated purchase order process, Mayer is now able to work with its customers' diverse platforms and formats, and the company's eCommerce and procurement process is fast and easy for its customers.

The Challenge: Insufficient Integration Becomes a Barrier

Mayer is a 79 year old company, and was built one relationship at a time. Without technology, the market was threatening to speed ahead of the relationships.

Mayer's existing catalog hosting service and integration solution was proving insufficient and they did not want to handle the daunting task of integrating with multiple customers' procurement systems themselves. Adding to the complexity was the fact that Mayer's customers used an alphabet soup of protocols and systems.

"We spent about \$70,000 trying to do punchout ourselves, it never worked correctly, and it was a headache from the word 'go'", says Barry Carden, vice president and chief information officer for Mayer. "Then when we wanted to add another customer, we were looking at several thousand more for another consultant." A key part of the difficulty came in integrating with the wide variety of systems the customers use. Mayer's in-house information technology crew of 14 people was already very busy managing Mayer's systems across the company's 57 locations.

The Solution: Implementing WebSpan eCommerce Integration

To address the business-to-business (B2B) integration required to allow Mayer customers to seamlessly place orders through a Web-based catalog, Carden turned to the cloud. Mayer implemented the WebSpan eCommerce Integration solution, utilizing punchout and purchase order exchange.

The move to the WebSpan Software-as-a-Service (SaaS) Integration Platform was the best option in order to avoid the cost and headaches of developing and managing an on-premise solution. WebSpan also ensured interoperability between Mayer's back-end systems and eCommerce site and its customers' many procurement applications, standards and communication protocols. Because WebSpan is delivered as a service, the integration experts at Hubspan handle all the customer on-boarding, ongoing community management and any required change management.

"The beautiful part is that to get integration going for a new customer, all I have to do is call up Hubspan and say, 'Hook them up!'"



COMPANY: Mayer Electric Supply

WEBSITE: www.mayerelectric.com

INDUSTRY: Wholesale – distributor of electrical equipment and supplies

CHALLENGE:

- Pressure from market and competition to improve online catalog and e-procurement capability
- Current catalog hosting service and integration solution insufficient
- Needed to make it easier for customers by removing cost and complexity from procurement process
- Customers use a wide array of protocols and systems

SOLUTION:

- WebSpan eCommerce Punchout for inbound and outbound e-procurement
- Integrated purchase order process
- Mediated across diverse platforms and formats
- Mayer in-house IT updated online catalog, including revised search parameters
- Cost-effective Software-as-a-Service (SaaS) solution

RESULTS AND BENEFITS:

- Punch-out integration implemented within 4 weeks
- Strong customer retention and increased sales volume
- Fast time to value for customers plus quick, seamless and transparent customer on-boarding
- Thousands of dollars saved by outsourcing business process

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Mayer did manage some of their eCommerce upgrades in-house, with the Mayer IT team updating the online catalog and the search parameters within its site to make it easier for customers to find what they are looking for.

The Results: Winning New Business and Improved Customer Satisfaction

One of the key goals for Mayer with the integration implementation was customer retention and account growth. While the roll-out is still in the early stages, Mayer is pleased with the initial results. In addition to retaining strategic customers, Mayer is winning new business and is a preferred vendor to clients that had previously been working with the competition. Mayer is also seeing an increase in order volume from integrated accounts. Ramp-up time is fast with WebSpan, as customers are on-boarded within a few weeks.

Key results include:

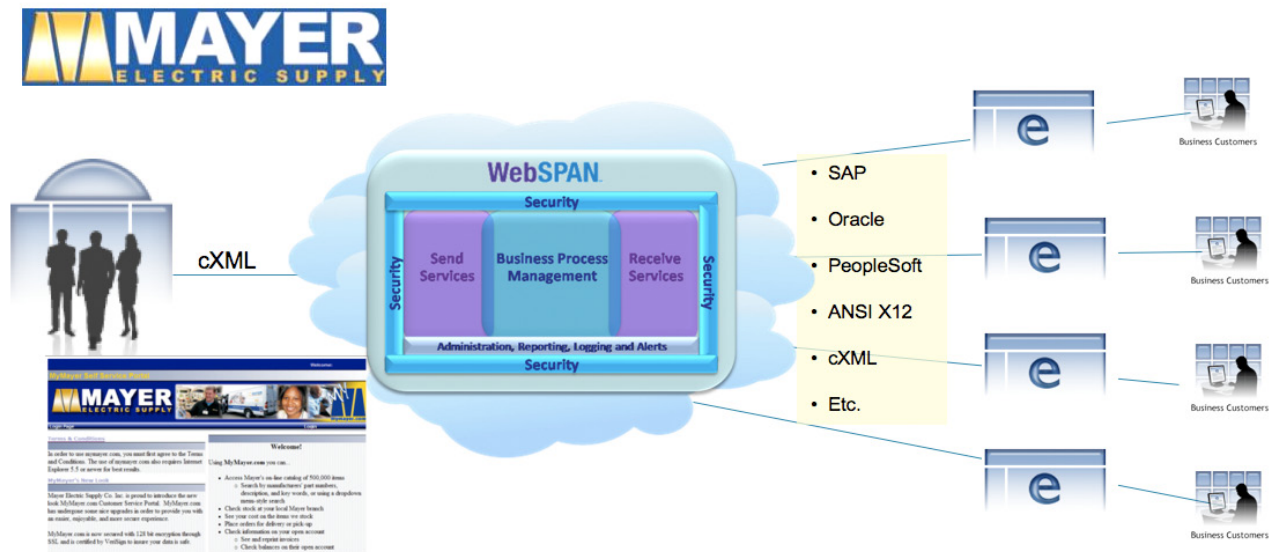
- Punch-out integration implemented within 4 weeks
- \$200k saved by not building in-house plus thousands saved each month
- Retention of at risk customers

About Mayer Electric Supply

Ranked among the nation's largest, and most rapidly expanding distributors of electrical supplies, Mayer reaches its markets currently through locations in Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee, and Virginia and continues to explore expansion opportunities throughout the southeastern U.S. Founded in 1930 and headquartered in Birmingham, Alabama, Mayer employs nearly 900 people and has annual sales over \$680 million.. For more information on Mayer Electric Supply, visit: <http://www.mayerelectric.com/>

"Customer integration with eCommerce and eProcurement has become a critical component to doing business and retaining customers, and the WebSpan solution helps us meet our customers' needs by driving cost and complexity out of their business processes," said Kenny Siegal, director of national accounts and corporate alliances. "Importantly, WebSpan supports multiple platforms and facilitates speed to market, enabling us to do business our customers' way and providing resources and expertise we don't possess in-house."

"We understood the data and the metrics. But we did not want to have to do that integration for punchout, so I began looking for a supplier to fill that void." Said Barry Carden, CIO. "Hubspan already has the expertise in-house to facilitate the connectivity process in a short time with the least amount of cost and aggravation on the customer side."



About Hubspan, Inc.

Hubspan is the leading provider of business integration solutions, helping companies automate business processes and provide strong collaboration among internal and external communities. Hubspan's cloud-based integration platform is cost-effective, scalable and reliable. With its any-to-any connections, Hubspan ensures seamless interoperability across systems, applications, and standards. Thousands of companies worldwide, from small and medium enterprises to Fortune 500 companies, successfully use the Hubspan platform every day to achieve stronger business collaboration. For more information, go to www.hubspan.com.



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