

Leading Manufacturer of Refuse Collection Vehicles, Heil Environmental, Saves Millions by Eliminating Waste

Are you talking trash?

Heil Environmental is the leading manufacturer of refuse collection vehicles worldwide. Like other manufacturers, Heil struggled with controlling costs while increasing revenues. Instead of taking the simplistic approach of pointing to labor costs or considering overseas manufacturing, Heil decided to look internally to find ways to increase effectiveness and profitability. What they found was something familiar, waste.

Heil manufactures refuse collection vehicles that are sold around the world. They were founded in 1901 by Julius P. Heil with the simple idea of building trucks to the exact specifications of his customers needs.

By analyzing their processes, Heil found that their unique competitive advantage of building custom trucks was causing significant strains on the organization. Too much of the process relied on the individual knowledge of people involved in the process of creating a quote and completing an order.

Armed with this knowledge, Heil decided that to remain true to their founding principles and to stay competitive that they had to fix the quote and order entry problem.

With the goal of 100% accurate orders, Heil's team, led by CIO Bob Marthinsen surveyed both the product offerings available, and consulted with long-time vendor and trusted advisor Extremely Productive, Inc. (EPI) of Roswell, GA. Already using Sage CRM Saleslogix from Sage Software, Heil conducted an extensive search for a configurator and decided on Smart Catalog from Endeavor Commerce. They engaged EPI to assist with the design and implementation of the new system.

"We are thrilled that we found the Smart Catalog solution," said Bob. "In order to drive revenues and profits, our executive team decided that we needed to make quoting and ordering fast, consistent and 100% accurate. The big win with Smart Catalog is that it is directly integrated with our Sage CRM SalesLogix system. This integration will allow us to better utilize Voice of Customer information to dramatically improve our ability to meet our customer's requirements. Our new system will definitely enhance visibility and workflow around support, forecasting and sales processes."

Josh Ovet, president of EPI added, "The combination of Smart Catalog and Sage CRM SalesLogix enables us to both streamline their operations and reduce their costs of doing business while providing the users of the system an easier way to get their jobs done."

"We are excited that a tremendously successful company like Heil chose to do business with us," said Sean Myers, CEO of Endeavor Commerce. "We worked closely with Heil and EPI for over six months to prove that our solution will handle all of their requirements, that our people have the expertise and ability to implement with excellence and that our support services would ensure their satisfaction for years to come. I am convinced that it was their visit to our office that finally convinced them that even though we are a small company and relatively new to the marketplace, we were the right partner for them."



Client Profile

Heil Environmental
www.heilco.com

Heil Environmental is a subsidiary of Dover Corporation (NYSE). For over 100 years, the Heil name has stood for excellence, innovation, and customer satisfaction as a manufacturer of refuse bodies, truck equipment and other metal fabricated products.

Business Issues to be Resolved

- Increase sales, profits and organizational effectiveness
- Fast, accurate quotes that do not rely on any one individual's knowledge
- Controlling costs

Impact of Smart Catalog

- Streamline operations
- Reduce cost of doing business
- Easier to produce 100% accurate quotes in a shorter timeframe