



## **CASE STUDY: HARVEY GERSTMAN ASSOCIATES**



***“The efficiencies provided by the Enterprise Learning System have definitely been worth the change from paper-based communications. Information can get to our field organization so quickly now. The financial savings of Enterprise Learning System are a definite bonus.”***

*- Marc Langone, VP of IT Operations*

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### **The Problem**

HGA is a sales organization that partners with manufacturers in the Industrial/Contractor Supply and Retail/Consumer markets to sell high quality products into the leading industrial, distributor, and retailer channels. Sending project task lists, work schedules, product announcements, and other company communications to over 900 field reps twice each month was a time-consuming, expensive, and onerous task. Materials had to be printed, collated, stuffed, and individually mailed to each employee. Lost documents had to be replaced via fax. Special project communications often had to be sent out separately between the monthly mailings.

### **Reflexis Solution**

Reflexis consulted with HGA about their difficulties and created a new product – Enterprise Learning System – to send information electronically to the field. Now, project schedules, task sheets and other materials are created by HGA and sent to the PDAs of their field employees – everyone or just one – according to the need.

### **Key Benefits**

Monthly field productivity has increased because they are not halted by lost paperwork. Corporate support productivity can be directed away from paperwork replacement to incremental support activities which further increases field rep support and satisfaction. Materials can be communicated in color or in a short video – not just in black text on white paper. Key information is available as needed by the field organization (i.e., recalls, product updates, photos of assembled displays). While the cost savings and delivery efficiency aspects of Enterprise Learning System are highly regarded by corporate management, the biggest enthusiasts of the Enterprise Learning System are the end users – the field reps. They thrive on the convenience and effectiveness of having mission critical, high quality resource materials placed right in the palm of their hand – freely accessible anytime they need to reference it.

### **Reflexis' Success Metrics**

- Field communications costs have been reduced by approximately 50% per month.
- Corporate support has decreased man-hours dedicated to field communications by over 10% per month.
- Information pertaining to 100% verifiable, best-practice standards of execution is managed for many various discrete tasks each week.
- Deployment has enabled a measurable increase in successful work order completion.
- Field users can access a database of hundreds of efficiency-increasing items 24 hours a day, 365 days a year.
- Certification of receipt of information by field personnel ensures everyone received the update (no “lost” mail).
- Jobsite supervisors can call up detailed product information and modify it on the spot with comments.
- Overwhelming positive response to this change by the field organization has boosted morale.

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