

Badger Plug Taps Aleran Connected Commerce for NextGen Sales Strategy Built to Manage Complex Selling Online & Streamlined Quoting

The Challenge

U.S.-based Badger Plug Company has a long and storied history as a global manufacturing leader that dates to its founding in 1931. With its headquarters in Greenville, Wisconsin, Badger Plug manufactures a comprehensive range of products in tube closures, spools, roll protection and suspension, serving customers in the paper, film, and cable industries.

Markets achieving the most growth include highly configurable products – some quotes can require multiple part combinations, custom dimensions, and pricing scenarios.

Their sales process is becoming more involved:

- Quotes and orders now require more time and additional detail to be entered into their ERP system.
- Quoting processes and references lived outside of its Aptean ERP.
- More customers require custom configurations with unique pricing; presenting scalability challenges and making it more difficult to maintain the exemplary customer response standards on which they built their brand.
- The website catalog is a great reference tool, but lacks customer order functionality and digital self-service.



INDUSTRY

Packaging
Components &
Solutions

USE CASE

Streamlining Sales
Order Management
and Digital Selling

REQUIREMENTS

Needed a solution to handle both the quantity of products and the complexity of the configurations needed.

RESULTS

- Faster Order Processing
- Efficiencies Between Marketing and Sales Teams
- Improved Buyer Experience
- Provided a Scalable Foundation

"We started talking about implementing eCommerce," said Judy Martzahl, Director of Information Technology, "which would allow customers to request quotes, place their own orders, and review sales history."

The Requirements

Badger Plug has a high volume of products, including some configurable items. It needed a solution that could handle both the quantity of products and the complexity of the configurations needed.

"It takes a lot of time and energy to process orders, and we knew we needed to provide an alternate option for our customers who desire a more self-serving approach, giving them real-time feedback, while creating some benefit of freeing up our inside sales team for the more complex orders," said Troy Hoehne, Vice President of Sales. "We really were looking at an investment for our future."

Badger Plug also needed to ensure:

- Complete and seamless integration with their ERP system
- Ease of integrating with existing pricing and customer segments
- Hands-on implementation and training from the solution vendor, to truly consult through the complete change management of the project as it impacted not just Sales & Marketing, but also Operations, IT, and Finance

The Solution: Aleran Connected Commerce

Badger Plug selected Aleran's Connected Commerce platform to digitize their quoting and order capture workflows while complementing their ERP.

Charlie Voissem, a member of Badger Plug's leadership team, said after an in-depth review of options and meeting Aleran's team, it was clear Aleran was the right fit.

"The process forced us to take stock of our product information, pricing, and procedures. Aleran's built-in functionality, ease of use, and ability to integrate with our ERP made it a logical choice for us."

Now, customers can:

- Log in to view the product catalog and pricing information
- Order instantly through a branded self-service portal
- Review quote, order, and invoice histories, along with order statuses
- Easily find products and specifications with a click-to-cart experience

At the same time, Sales teams can:

- Trigger quotes or orders directly into their ERP workflows
- Reduce back-and-forth dialogs with customers and minimize order entry errors from transferring PO information

Results

- **Processing Orders Faster:** Orders are processed quicker for greater customer satisfaction
- **Enabling Marketing and Sales Efficiencies:** All channels work from a common platform
- **Improved Buyer Experience:** Customers can discover products, request quotes, submit orders, and review purchase history faster
- **Empowering IT:** IT now leads strategic improvements instead of reacting to sales bottlenecks
- **Creating a Scalable Foundation:** The platform is ready for Badger Plug's continued growth

"What we liked about Aleran is that it was a canned package – no heavy custom development work," said Martzahl. "...as we found things we couldn't do, [Aleran] built them into the product, which really helped us. All of them are great people – amazing to work with."



Ready to transform your manufacturing quoting and sales? Let's talk!

Contact us at sales@aleran.com or schedule a demo at www.aleran.com