

MITS Helps BJG Electronics' Sales Team Meet Individual, Team and Organizational Goals



Background

New York-based BJG Electronics (BJG) specializes in the value-added distribution of mil-aero, industrial, and harsh environment connectors, connector accessories, and electromechanical interconnect products. With a reputation for outstanding customer service in support of cost effective inventory management solutions, BJG has supported the Military, Aerospace, Transit, and Industrial marketplaces since 1979.

Challenge

A user of Infor's A+ enterprise resource planning (ERP) system with 197 employees, BJG had big reporting needs that could not be met by the company's one-person IT shop. "Our outside sales team needed ongoing access to performance information to set goals and keep track of how each sales territory was doing," said Lisa Hathaway, Manager of Information Systems for BJG. "There is just no way I could balance all of the reporting needs across the company without using a third party solution, especially given the lack of reporting out of our ERP system."

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Solution

Lisa ran into MITS at a trade show and loved what she saw in MITS Distributor Analytics. "I was thrilled to see that MITS included hundreds of built-in, functional reports right out of the box," said Lisa. "This meant that time to value was practically instant for us." Before making a purchase decision, Lisa evaluated a couple of other products, neither of which offered pre-built reports and the same depth of functionality as MITS. "It was a pretty easy—and quick—decision. In fact, our entire sales cycle with MITS was less than 30 days!"

MITS Distributor Analytics was initially rolled out to the Field Sales team. All Field Sales reps use MITS to track their performance against individual, sales team and company goals. "When I first joined the company, pre-MITS, it was impossible to hold the sales team to any specific metrics," said Mark Mulle, Global Sales and Marketing Manager for BJG. "Slicing and dicing numbers by sales rep using Excel spreadsheets was time consuming and ineffective. Plus, of the four attributes that drive bonus payments at BJG, the largest attribute is a hard metric for growth. I just had to have a better reporting tool."

Results

About 20% of the company is now using MITS Distributor Analytics on a regular basis, including field sales, inside sales, and management.

“If we expect our sales reps to be accountable for their sales and other goals, we had to give them the tools to be successful,” said Mark. “The dashboards and scorecards that came with MITS helped us jumpstart adoption. With very little training, my team was able to drill into their accounts to identify opportunities for growth. They can analyze accounts down to the part number and quickly identify why and where business has been lost. With this information in hand, the reps can have a directed conversation with the customer. All of the data they need to be successful is now at their fingertips through MITS.”

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BJG has started the process of setting up inventory reporting using MITS, as well as exploring the use of MITS Report for ad hoc reporting. “I was mad for MITS the first time I saw them at a TUG Connects conference and my initial instincts about the product have proven to be right,” said Lisa. “Our users in Sales can easily get the information they are looking for, as well as explore performance data on their own to find things they didn’t expect. MITS exposes the low hanging fruit that is ripe for going after right now. I am now excited to see what MITS can help us do in other areas of the business.”

About MITS

MITS helps hundreds of distributors and manufacturers leverage the data in their ERP and other business systems to make better decisions, every day and at every level of their organization. Established in 1996, MITS’ interactive reporting and business intelligence software combines industry best practices with the flexibility to meet the unique needs of every customer. From standard to custom reports, dashboards and scorecards, MITS drives sales growth, profitability, and operational efficiency for competitive advantage.

MITS

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