

Dundas Partner Success Story

AT A GLANCE

Company Name:

323 Technology Solutions

Industry:

Construction/Manufacturing

Key Challenge:

To provide clients with customized technology solutions.

Key Benefits:

Using Dundas Dashboard as the platform for all of their technology solutions.

“We couldn’t do what we do if your group wasn’t backing us up.”

Keith Rickles

President

323 Technology Solutions



Uses Dundas Connect as Their Foundation

Partnering with Dundas not only provides attractive margins and recurring revenue from renewals but creates opportunities for long term relationships with cross sell and up sell opportunities.

All in one platform solution

As a leading edge technology company, 323 Technology Solutions is an active partner in the construction materials vertical, using emerging technology solutions to help solve the specific challenges faced by companies in this industry. As a full service solutions provider they offer IT guidance and services to help keep their clients competitive in this sector. They specialize in business intelligence products that support dispatch, logistics, and operations for companies in the construction and manufacturing industry.

Since their inception, 323 Technology Solutions has partnered with Dundas in what has been an enriching and evolving relationship. The Dundas Marketing team recently interviewed their President, Keith Rickles, to learn more about this connection and the benefits and values it brings to both parties. In speaking

about how important the relationship has been to his business, Mr. Rickles said, “Originally we sold Dundas as a standalone product but there has been an evolutionary process where we brought all of our solutions together into one platform. We are rewriting all of our applications and marrying it to Dundas behind the scenes so that it is at the core of everything.” When asked why he has chosen to make it so central to his solution offerings, Rickles didn’t hesitate and said, “It’s because of the visualizations, they enrich everything we do.”





Sample dashboard developed by 323 Technology Solutions using Dundas Dashboard.

Creates Cross Sell and Up Sell Opportunities

But that wasn't his only reason, Mr. Rickles added, "And because it makes us more efficient and helps us to sell and install everything we offer. More efficient because the Dundas scripting language is so flexible and versatile that we use dashboards as the platform for all of our solutions." Rickles went on to provide an example by saying, "With our sales automation tool, most of what they are looking at are dashboards. That's how our customers interact with it but they don't know it." Rickles continued by outlining a key business advantage of partnering with Dundas. "Once they've used it for a few months we can actually cross sell and go in and say well guys, you are actually using a dashboard right here and here's some other ways we can help you out with your company and your data."

"It's because of the visualizations, they enrich everything we do"

Product Sells Itself

It helps them sell because it provides the presentation layer for their customer's data. Rickles explained how they show them the product and the customer understands as they go through it and begins applying it to their own business needs. He illustrated this as follows, "We start by showing them samples. We have three dashboards that we show them. There is a management one that focuses on the financial side. There is an operations one that focuses on production. And then there is a dispatch one that focuses on customer order fulfillment." He then explained how the dashboards actually sell themselves. "So we step through each showing some of the features, creating scenarios, interacting with the data, and drilling down four and five levels. Customers see the

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value immediately and begin thinking about how they would implement it in their business. The customer sees the insight it provides and the product sells itself."

Builds Trust

And it doesn't just sell itself; it sells related products and services. Rickles observed how it is difficult for people to "see" data warehouses, data marts, and data streams; but they can "see" dashboards, and all of the power contained in their data. He demonstrated this point by saying, "When the client sees the dashboards, they are exposed to their business in a way they have never seen before, it brings new business problems to the surface that the client wants help with which leads to other solutions that we can provide." He concluded the point by adding, "A by-product of this process is that they have trust for you."

For Rickles and the team at 323 this trust is key. For them it's not just about the attractive margins and recurring revenue from renewals that come from selling the Dundas product, it's about the opportunity to create powerful new connections with potential and current clients. Rickles emphasized this point by adding, "There is no denying that they [dashboards] have an appeal because they are so easy to consume and understand – it's just intuitive. This has a strong psychological impact, and when you show them their own data in a way that works, you build trust."



Customized Solutions = Resell Opportunities

Using the Dundas Dashboards as a foundation, 323 is establishing tight, long-term relationships with their clients, and although the sales cycle is longer, they profit from the cross sell and up sell opportunities it provides. As an example, Rickles noted that, "Just having a conversation with the client, the customer came up with a way they wanted to use the product that wasn't even in our frame of reference, which led to us developing a customized solution which we were not only paid to develop, but one that we can resell."

The people at 323 are very optimistic about their future, and their partnership with Dundas because they feel it gives them a strong competitive advantage in a growing and exciting market. And with the Support of the Dundas

team, they feel very secure about not only keeping in stride with, but being ahead of, the innovation curve. For Rickles this meant having the attention of the Dundas developers to remedy problems and improve the product. He

TODAY: OVERALL AVAILABILITY		
Drivers		
Available	Percent	In
126	81.7 %	103
Trucks		
Available	Percent	Ticketed
226	38.0 %	85
Plants		
Active	Percent	With Orders
29	41.4 %	12

explained, "You guys are very customer focused and willing to listen, and actually grapple with our problems. I can sit down with Mariana (director of development) in her conference room and explain why something

feels clunky to us and then three weeks later I get this email that says, 'download this update, we think we've fixed your problem.' I am able to say that they have taken care of every issue we have ever had."

Rickles concluded the interview by stating, "We couldn't do what we do if we didn't have you guys backing us up."



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*Keith Rickles, President
323 Technology Solutions*

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