



SUCCESS STORY

Reach Technologies

OVERVIEW

Reach Technologies
reach-technologies.com
Buford, GA

BUSINESS CHALLENGES

Combat changes due to COVID-19

Team needed to be able to work remote and have access to data anywhere

Needed to connect key business datasets into one centralized, integrated BI platform

BENEFIT OF SWITCHING

Help sales reps maintain and grow their current business book

Made their sales team more efficient and profitable

Generate seamless analytics that incorporate data from all the company's different sources

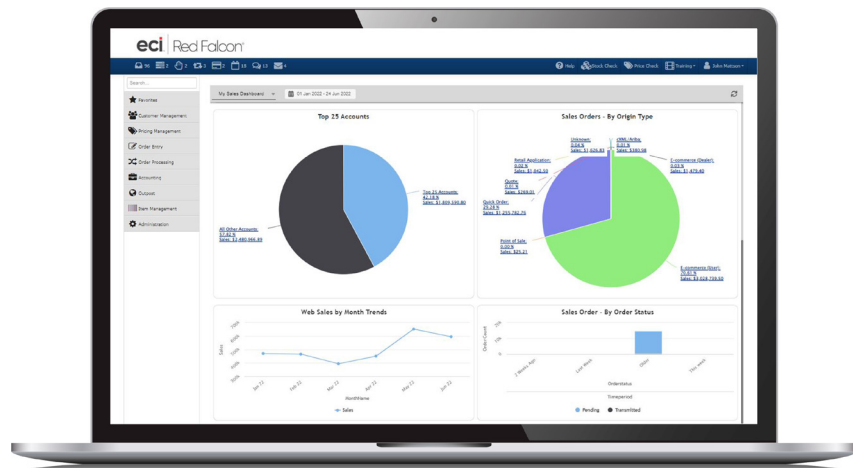
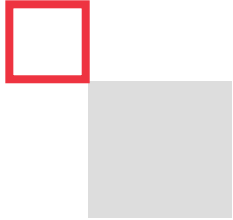
Business Intelligence (BI) Dashboards, powered by Cognytics, Enhance Independent Dealer's Growth and Multi-industry Expertise

The early 2020s have been an era of upheaval and change—around the globe and across all sectors of business. While this has been an incredibly challenging time for many, some organizations, like Reach Technologies, have used their deep knowledge of their customer base to pivot with the changing tides and make ventures into new lines of business. Keep reading to learn how connecting key business datasets into one centralized, integrated BI platform has driven Reach Technologies' ongoing growth and success.

Reach Technologies, a leading independent office supply equipment, and services provider, was founded in 1983 in Gainesville, Georgia, with only a handful of employees. The company specializes in creating efficiency and cost savings in the office through a variety of industry-specific hardware, technology, and managed print offerings. In the 40 years since they started their business, Reach Technologies has evolved into a turn-key solution for office and business supply needs.

"We've tried over the years to create a company where we can go into any size business, any vertical and take care of any of their supplies or service, anything they need from pen and pencil to all the equipment that's inside of their office," said Michael Whitfield, Vice President of Sales at Reach Technologies.

Whitfield has been with the company for over a decade and started in entry-level sales before working his way up. "I started with the company 14 years ago as a sales rep pounding the streets and getting business transitioned into the



sales managers,” Whitfield said. “With Reach Tech, everybody’s willing to step in and help out in any way. We’ve even had the owner, Kevin, deliver products when we were short drivers.

Seamless integration for your entire business

As VP of Sales, Whitfield’s job involves sales analysis and ongoing industry research to help sales reps maintain and grow their current business book. He is constantly learning about the most current technology available for sales teams like the one he runs at Reach Technologies, and how to better utilize the company’s sales data to make their team more efficient and profitable. Reach Technologies’ core software is ECI’s Red Falcon, an integrated business management system and ecommerce platform. Whitfield said Reach Technologies utilizes Red Falcon daily in a variety of ways.

The company also uses several other ECI solutions that embed and integrate into Red Falcon for a seamless business and sales management experience. These solutions include ECI’s Acsellerate, as well as BI Dashboards, like the Red Falcon Executive and Sales Dashboards, powered by Cognytics.

Upon implementing Red Falcon, Acsellerate CRM, and BI Dashboard, the first thing Whitfield noticed was growth. “We grew; we’ve continued to grow every year, year over year,” he said. “The ability to have that information at your fingertips is a key part.”

After the beginning of the COVID-19 pandemic, many companies went remote indefinitely—making the remote accessibility and functionality of Accelerate and the Cognytics BI Dashboards paramount. Because these BI tools are available via the Cloud, Whitfield is able to lead morning huddles around a consistent, visual map of the company sales data and business health trends that are available to everyone at once—whether they are sitting in the conference room next to him, or online in their home office.

“Being web-based and accessing Red Falcon anywhere, whether at home or work or in the airport, is crucial,” he explained. “There have been many times I’ve been in the airport, using Red Falcon to look at data, still putting in orders or pushing information. You can have Red Falcon at your fingertips.”

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Tracking growth in real-time

From the start, Whitfield made sure Reach Technologies wasn’t a company fumbling with outdated, clunky ecommerce platforms. He knew they needed the right software to compete with large retailers. “We want to be that small company that gives that customer service [experience] customers aren’t getting with the larger companies out there,” he said. “They always say that your website is supposed to be your best salesperson or sales growth,” he said. “So, we continue to push our customers to our website.”

Today, Reach Technologies has utilized several BI Dashboards embedded in both their Acsellerate CRM and Red Falcon business management software for seamless analytics that incorporate data from all the company’s different sources. Depending on his audience, Whitfield switches between the Sales Dashboard to show his reps a quick, easy-to-digest snapshot of their progress against company goals, and the Executive Dashboard, which allows him to present high-level business health information to leaders from different areas of the business. Both BI Dashboards offer drilldowns into all areas of the data presented, so if there is a question or request for additional clarification on overview data, Whitfield can illustrate a detailed response in just a few clicks. “I enjoy the Red Falcon (Executive) Dashboard because I can see in a quick snapshot of where we’re excelling and where we need to improve,” he said. “Then I can drill down into details on the areas we need improvement.”

Staying current with customer trends during worldwide business disturbances

Keeping everyone aligned and motivated around the same set of business data has helped Reach Technologies pivot with the needs of their customers—and these needs began to change quickly and drastically with the onset of COVID-19. Whitfield says the BI Dashboard visualizations of the data within Red Falcon has allowed his company to mine historical data, then use it to drive models and projections for the future, as well as spot new trends right away. While other companies spent valuable time running manual reports and analyzing quickly obsolete data during the business changes of the early 2020s, Reach Technologies was evaluating customer trends and developing their new sales and product strategies in real-time.

Whitefield says Red Falcon has allowed his company to mine historical data, then use it to drive models and projections for the future.

“I love seeing where we’ve improved and where we still need improvement in one place,” he said. “In 14 years, we’ve come a long way. We’ve got a long way to go, and we continue to look for ways to grow our business and grow our company. You’re only as good as the people you have—and the technology around you.”

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