

With Help From Tectonic, NTN Goes Full Speed Ahead with Salesforce Innovation



Location /
Mount Prospect, IL USA

Company Size /
10,000+

Industry /
Manufacturing

Solution /
AMP for Salesforce.com

First Active /
September 2013

After engaging Tectonic and its AMP solution, NTN is able to continually expand, innovate, and enhance core Salesforce functionality without overburdening its own IT resources.

A Need for Longer-Term, Specialized Support

NTN Bearing Corporation of America, the third-largest manufacturer of roller and ball bearings in the world, launched the Salesforce.com platform in 2013 to facilitate the efforts of its U.S. sales team. Shortly after deployment—once end users became immersed in daily use of the platform—it became apparent that some enhancements were necessary. The dilemma: with only one system administrator and one IT person on staff, NTN's ability to continuously improve and expand its Salesforce capabilities was limited.

"After we went live with Salesforce, we got flooded with requests from our end users," says Tim Kiekow, Business Technology Manager at NTN. "Our business processes within Salesforce needed work, and certain functionality had to be expanded or modified. We were capable of doing some basic point-and-click development on our own at the time, but not much more. We weren't ready to hire a full-time Salesforce developer. But we knew that in order to fulfill our users' requests in a timely manner, we needed more support behind us."

The Right Solution, the Right Partner

NTN found that support in Tectonic's Application Management Program (AMP), a comprehensive, ongoing support offering designed to help organizations continuously improve and rapidly innovate on the Salesforce platform. AMP caters to companies that are new to Salesforce as well as those that have been using the system for several years. Many organizations require iterative development and support tailored to their own processes and environment. Tectonic's team of consultants and developers provide clients with technical and consultative support ranging from classic help desk and break/fix assistance on the platform to more complex customizations.

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Explains Joel Fitzgerald, Vice President at Tectonic: “As users gain mileage on a new Salesforce deployment, it’s inevitable that they will start requesting new features, or discover that decisions made during the implementation process do not translate well into practical use. Conversely, when a company has been using Salesforce for years without updating its functionality, it may get ‘stuck in time’ using outdated processes that are no longer in sync with their business needs. Clients like this require help from both a technical and consulting standpoint to ensure their investment is being utilized to its full potential.”

Today’s IT departments are under an unprecedented amount of stress to meet ever-changing demands and requests from the functional departments they support. Tectonic’s experts not only relieve the client’s IT staff of change order backlog; they also provide insight as to the best way to execute these changes in the Salesforce application. The AMP team serves as an extension of the client’s in-house Salesforce support team. This allows for continuity as well as an extensive understanding of the client’s operations. It also encourages the two teams to build productive relationships that fuel the collaborative process and help everyone stay ahead of the rapidly evolving business environment.

The Velocity to Meet Ever-Changing Business Needs

With Tectonic as its Salesforce partner, NTN is now able to complete platform changes two to three times faster than it would have been able to do internally. Some recent major enhancements to come out of the Tectonic/NTN partnership include:

- Creation of a customized rebate process that is started from a sales opportunity and automates the entire process.
- + • The ability to add new products to an existing rebate directly from an opportunity.
- + • Simplification of the quote approval process customers can approve and sign quotes electronically without sales rep involvement.
- + • Refinement of a product upload functionality that finds exact part numbers/prices for a user so that they can add them to a sales opportunity.

“Salesforce is a journey, and we are constantly adding new features and processes,” Kiekow says. “AMP has given us the velocity we need to evolve Salesforce in tandem with NTN’s business requirements. When we want to add new processes, we work alongside Tectonic to make them happen. Having AMP has dramatically accelerated our time-to-market.”

Even before concluding its initial yearlong engagement with Tectonic, NTN extended its AMP contract. This move was prompted largely by NTN’s salespeople, who were eager to sustain the momentum that AMP had created.

“AMP is a really high-impact solution that empowers our clients to drive user adoption and get the most business value out of the Salesforce application,” says Fitzgerald. “It’s not about just dropping a case or support ticket into the pipeline. We serve as their go-to Salesforce experts who can help them navigate a very complex system and maximize its capabilities in the fastest and most efficient way possible.”

“In addition to the productivity and marketing gains we’ve realized with AMP, our team has built critical Salesforce knowledge,” Kiekow explains. “Tectonic’s experts know the Salesforce system inside and out and they know our organization. Because of these two key factors, they are able to effectively support us in aligning Salesforce with our enterprise goals. I don’t know what we’d do without them.”