

UNIMAST.COM

## Pyxis Takes Manufacturing Company into 21<sup>st</sup> Century

### Industry

Manufacturing Business Application

### Scenario

Web Based Business Process Automation

### Technologies

Microsoft ASP, Microsoft SQL Server 2000, Windows 2000 Server

### Pyxis International Consultants

**Joe Cromer**— Account Manager, Chicago

**Chris Peterson** — Information Architect, Chicago

**Katka Capova**—Developer, Prague

**Mike Akers**—Developer, Prague

### Benefits

Pyxis's step-by-step methodology allows forward thinking business to automate business process online —and greatly increase customer loyalty.

### For More Information

Call the nearest Pyxis International sales office at 800.627.8202. To access information via the World Wide Web, go to: <http://www.pyxis.net> or email Pyxis at [solutions@pyxis.net](mailto:solutions@pyxis.net).

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***By automating a business process online, a forward thinking manufacturing company increased its customer loyalty. To take this from an idea to a fully functioning online application, they came to Pyxis.***

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### Background

Since its start over ten years ago, Unimast has grown to become one of the nation's largest manufacturers of construction steel products. Its success has been due to great customer service and the speed it has adapted to technology.

Unimast Incorporated is a wholly owned subsidiary of the WHX Corporation. Together, with the WHX family of companies: Wheeling Pittsburgh Steel, Wheeling Nisshin Steel JV, Wheeling Corrugating Co. and Canfield Pittsburgh Corporation, Unimast offers one of the most advanced technologies in building product design, engineering, manufacturing and distribution services. In the last year, Unimast has made the decision to apply this same aggressive philosophy to their web strategy.

### Business Challenge

Unimast has found itself in an increasingly competitive industry where its success depends on its customer satisfaction. While its competitors were directing their efforts and marketing budgets at creating more sophisticated multimedia CD-Rom's, Unimast felt it could better serve its customers through an online solution. The sales and marketing departments at Unimast saw an excellent opportunity to automate a very tedious and time-consuming task required with each construction project their contractor customers. By creating an online version of this business process, and offering this feature free of charge as a feature on their website, Unimast felt it could generate product loyalty in this group.

Unimast required an application that was so simple it required no training, and yet still accomplished the task at hand. Currently, with each project these customers were required to go through a long process which a large amount of paperwork and effort. For their customers to accept this new application, Unimast required a very easy to use online solution that performed very quickly over the Internet.

### Solution

Pyxis used its Global Project Methodology to gather all the requirements, make the architecture recommendations and develop an application that exceeded all of Unimast's requirements.

The first step was to create a Success Scope, which documented all the processes that were required for "translation" to the Internet. These sessions involved a small team of Pyxis consultants and several key individuals from Unimast. Using this scope document to tightly define the features, Pyxis created the database and system architecture design that

would best fit the budget and performance needs of Unimast. The development phase of the project was then completed using these “blueprints” and the finished data driven application was integrated into the current company website.

The finished application allowed users to create a new account and then in minutes create an online project submittal. Before this process required their customers several hours of paperwork, often using documents and information that may have no longer been up to date. Now, the documents and information pulled from the database was accurate up to the second allowing their customers finished submittal to be completely accurate. Submittals could be securely saved by the user and finished in several different sessions if necessary. When the submittal was completed, the user had the ability to print the finished job. The system automatically notified the regional Unimast sales representative for that customer as each submittal was finished. In the hosting environment, automatic digital tape back ups of the database insured Unimast and their customers that no critical job information was lost in the event of any equipment failure. Through a password protected administration system, Unimast management team has access to online reports allowing them to track the systems usage by company, zip code, sales region, date range and other criteria.

Pyxis then worked together with the Unimast marketing department to add an introductory contest to the website featuring a Palm Pilot giveaway helping to generate a very large initial user base.

### **Results**

The acceptance and very high usage of the system exceeded all of Unimast expectations. After only being available to their customers for less than three months, the new system was being used by nearly 500 registered users. After one year it is being used by over 1600 registered users with continued growth. After releasing the new application, the average user sessions on the company website also increased by nearly 35%.

With each closed submittal from a user, the system sends a full report to the sales representative in that customers region containing all details on that upcoming project including full contact information, materials needed, dates of the construction, and notes from the contractor. As of February 2002, over 560 of these highly qualified leads have been automatically sent by the system to the sales representative. The sales force for Unimast has estimated these leads have a 75% close rate or better.