

Summit Electric Supply Company Inc., Electrical Equipment,  
Albuquerque, New Mexico

## Helping a Pioneer Grow with an SAP-Certified Rapid Deployment Solution

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- David Wascom, chief information officer and vice president, I.T., Summit Electric Supply Company Inc.

### A Pioneer in Wholesale Industrial Electrical Equipment and Supplies

Summit's products range from basic commodities like distribution kits, wire and cable, and conduit and fittings, to complex electrical components including transformers and power protection equipment. The company also provides custom lighting solutions, energy audits, and proprietary Advanced Managed Projects Services, a specialized on-site solution that streamlines the supply process for large projects.

### Creating a 360-Degree Customer View

Summit prides itself on filling customer orders quickly and accurately. To help ensure the quality of their service, they are one of only a few U.S. electrical distributors to use internationally recognized SAP® software for their enterprise resource planning system (ERP). However, their existing system did not include a standard-based CRM system with processes to help keep track of sales activity management and provide 360-degree customer views. They also lacked visibility into their supply chain pipeline and the capability to efficiently work with sales and service management groups.

## Summit Electric Supply Company Inc., Electrical Equipment, Albuquerque, New Mexico

Founded in 1977, Summit Electric Supply Company Inc. is an independent, privately held, wholesale distributor of industrial electrical equipment and supplies. Focused on serving the electrical contractor market, Summit has made its name on providing top-rate customer service, offering the latest in cutting-edge electrical technology for projects in small construction settings to large sophisticated industrial jobs. In fact, *Modern Distribution Management Magazine* recently ranked the company among the top electrical distributors in the country.

Summit operates in 21 U.S. markets, with an international sales division and an EP&C division based in Houston. In addition, the company has a marine division based in New Orleans and a service center in Dubai.



### Name:

Summit Electric Supply Company Inc.

### Headquarters:

Albuquerque, New Mexico

### Locations:

21 service centers in U.S. markets, an international sales division and an EP&C division based in Houston, a marine division based in New Orleans, and a service center in Dubai, UAE

### Products / Services:

An independent, privately held, wholesale distributor of industrial electrical equipment and supplies.

### Revenue:

\$358,511,795 in sales (2011)

### Employees:

500+ associates

### Web site:

[www.summit.com](http://www.summit.com)

Because their existing SAP ERP solution lacked the added tools of a CRM solution, Summit relied on manually compiling information and entering the data into spreadsheets — taking up valuable human resources and increasing the margin of error. However, because the company did not have a legacy system to work from, another challenge Summit faced was not immediately knowing what technology they needed to improve their processes.

However, Summit knew that an SAP-qualified Rapid Deployment Solution could be the key to streamlining their workflow and customer service. While the company had tried to roll out a different CRM solution in the past, to little success, Summit liked the scenario of having a known CRM system up and running quickly without requiring a long discovery process. Because SAP Rapid Deployment Solutions need to be clearly defined, identifying their needs was a crucial first step.

“We had a hard time identifying the scope of project because we didn’t have a legacy system to replace,” said David Wascom, chief information officer and vice president, I.T. “We needed to be able to take existing context from our SAP system and load onto the Rapid Deployment Solution for SAP CRM. But most of all we needed something flexible and scalable to meet our growth needs in the future.”

### Implementing solution with a trusted partner

Once Summit knew they needed an SAP consultant with extensive experience in SAP-certified Rapid Deployment Solutions to implement their new system, the choice became clear: itelligence.

“We needed a team that would be able to come in here and tell us how we could run better from a fresh perspective,” Wascom said. “Their team was made up of a CRM specialist, a full-time SAP consultant, and an experienced manager to keep the project on time, so we felt we were in good hands. The whole process was very predictable with fixed timelines and costs.”

itelligence was able to design an SAP-certified Rapid Deployment Solution for Summit that integrated a standard-based CRM system with their existing SAP ERP solution. The new system linked their front and back offices, and integrated their legacy ERP solution with sales and finance business processes. In addition, financial data could now be posted live, allowing stakeholders to see real-time profit margins. Most importantly, the solution provided Summit with the flexibility and scalability they needed to future-proof their business, measurably reducing costs and positioning the company for future success.

### itelligence takes Summit to the next level

After the relatively short 12-week implementation period, a hallmark of an SAP-certified Rapid Deployment Solution approach, Summit went live in late December 2012. While the solution will be rolled out to the rest of the company’s locations in the first quarter of 2013, the Summit team is already seeing benefits to the newly installed solution.

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As Summit looks back on the process of installing the Rapid Deployment Solution based on SAP CRM, the ease of the process stands out.

“The whole process was remarkably pain free,” Wascom said. “The itelligence team knew their stuff and knew exactly what we needed — they understood our business and provided solutions to situations as they arose. Now that our systems are up and running, we can take advantage of opportunities on the fly. Even better, we are flexible and scalable and ready for future growth.”