

## Case Study: Data Panel, Inc.

<p><b>The Challenge</b></p>	<p>Data Panel does custom integration to control and monitor multiple independent systems (hydraulics, electrical, and pneumatic) for vehicles like ambulances or fire trucks. Adding new distributors can lead to dramatic growth and large profitable projects, but requires the distributor reps to understand the custom nature of the software/hardware integration. This is never something with a SKU!</p> <p>Effective Learning for Growth needed to capture this custom integration process to enlist and on-board distributor sales reps to recommend Data Panel to the right manufacturers.</p>
<p><b>Solution Milestones</b></p>	<p>Using XSOL software, Effective Learning for Growth</p> <ul style="list-style-type: none"> <li>• Interviewed the CEO to visually capture details of the business development / engineering sales process.</li> <li>• Translated text descriptions into flows with progressively greater levels of detail (decision criteria, exceptions, guidelines, rules, and roles)</li> <li>• Verified the accuracy and completeness of an HTML process map with the CEO – after only 3 meetings.</li> </ul>
<p><b>Results / Outcomes</b></p>	<p>CEO Jon Haulton has used the process map to educate and orient new distributor sales reps as well as employees.</p> <p>While the education process is time-consuming, having a visual map of how it all fits together helps.</p> <p>The value of engaging even a few reps in a new distributor can mean several million in revenues within three years.</p>