



Hayward Gordon LLC:

Entytle Enables Equipment Manufacturer to Mine Untapped Aftermarket Sales

Case Study

Hayward Gordon LLC is one of the world's largest and most respected industrial equipment manufacturers in the industry, with fabrication, distribution, and sales offices throughout the world.

Since its founding in 1952, the company has demonstrated its commitment to innovative engineering, R&D investment, and quality assurance. Its products are at the heart of large manufacturing, mining, chemical, and sanitation facilities worldwide. Built to last, Hayward Gordon LLC equipment is put to the test in lengthy pre-sales evaluations, with the expectation that its customers can count on Hayward Gordon LLC products for years of reliable service.

Product Life-Cycle Maintenance

Hayward Gordon LLC customers often have pumps and mixers in service for decades—if they are properly maintained; and regular maintenance requires spare parts and service. One of Hayward Gordon LLC's chief challenges has been capturing aftermarket sales of spare parts from its existing customers. "For example, in mining locations, customers may purchase our equipment, and then fabricators 'spring up' near their remote locations to provide the mining company with spare parts when needed," said John Pascual, Product Manager for Hayward Gordon LLC. Needless to say the parts aren't built to the same Hayward Gordon LLC exacting specifications. But proximity is an opportunity for Hayward Gordon LLC's competitors.

Entytle Automation Enables Proactive Sales for Hayward Gordon LLC

"Prior to using Entytle, we were in a reactive sales mode," said Mr. Pascual. "We'd literally wait for the phone to ring." To move to a more proactive aftermarket sales model, Hayward Gordon LLC brought in Entytle to see if the company could 'unearth' hidden sales opportunities in its database of customer data. Entytle interfaced with Hayward Gordon LLC's existing CRM system, Microsoft Dynamics, importing all of its customer data. This included orders, sales quotes, company names, and contacts. Next, Entytle tied this customer information to over 25 years of Hayward Gordon LLC ERP data, tracking every product sold from day zero (installation) through every spare part sold to each individual customer.

The Entytle system could then find discernable patterns in part purchases. Depending on the part, specific purchase intervals were noted—a specific gear may have a replacement interval of 2, 5, and 9 years, for example. The sophisticated Entytle automation system also filtered out data that didn't fit patterns, thereby reducing potential false sales leads.



ABOUT THE CLIENT

Hayward Gordon LLC is a global industrial equipment manufacturer based in Ontario Canada

FOUNDED: 1952

PRODUCTS: Over 60 years experience in engineering, designing, manufacturing and distribution of pumps, mixers, strainers and filters.

Sales and Customers Both Benefit from Entytle Automation

The Entytle trial run showed immediate results. Every two weeks the Hayward Gordon LLC aftermarket sales team receives reports from the Entytle system. Each opportunity is handed over to the sales team. "It's remarkably effective to show a salesperson how a customer's part replacement history predicts potential new opportunities," Mr. Pascual noted. "And it's beneficial to the customer as well." Because many of the complex parts may take as much as 12-14 weeks to fabricate, it is in the customer's best interest to anticipate and order parts well in advance of any need for replacement. "At many of our customer plants," Mr. Pascual said, "even an hour or two of downtime can cost \$200,000 dollars or more." Armed with parts replacement periods and other valuable insights, customers can be advised when they need to make purchasing decisions—and avoid costly downtime.

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John Pascual
Product Manager,
Hayward Gordon LLC

Entytle Works with Existing Systems

Entytle Automation, run as a cloudbased Software as a Service (SaaS), required no modification to Hayward Gordon LLC's existing CRM or ERP systems. Entytle went from initial assessment to pilot program in a matter of weeks. Every two weeks the system automatically generates new sales opportunities in easy-to-read reports. Each contains company and contact names, part numbers, and anticipated replacement times. As Mr. Pascual noted, "If we didn't have this program [Entytle], we wouldn't have clearly defined sales opportunities."

ENTYITLE SOLUTION FOR HAYWARD GORDON LLC

Entytle Automation:

- Integrated seamlessly with existing CRM and ERP systems
- From consult to pilot in weeks with no system disruption
- Automatically produces bi-monthly proactive aftermarket sales opportunities
- Proactive sales prevents customer outages and downtime

About Entytle, Inc.

Entytle is a global provider of installed-base management systems that help BtoB manufacturers grow their business by making the complex simple. The company's flagship product, Insights, enables customers to assemble data from multiple, siloed



systems, process that data to identify usage patterns and customer segments, deliver opportunities for parts and services sales, and improve revenue. Entytle is headquartered in Palo Alto, California and on the web at www.entytle.com.