



iris™

MARKETING CASE STUDY



“ We needed a way to not only connect our Sales Reps with our Channel Partners, but provide an effective way to provide everyone the collateral support they needed. GearBox™ has brought an opportunity that I previously didn't think existed. Now we can effectively bring every aspect of our Marketing initiatives into a single environment with complete visibility throughout. ”

-Jim Horn
Director, Brand Marketing
Ply Gem

Ply Gem Building Products is an industry leader in the building industry with over 6,000 distributors nationwide. They are the largest building products manufacturer in the country providing products for every aspect of your home's exterior including Siding, Windows, Fencing, Stone and PVC Trim.

For decades Ply Gem has been an industry pioneer and they continue to lead and innovate through our unique ability to create The Designed Exterior. Ply Gem's Channel Partners includes everything from 'Mom & Pop' distributors to nationwide 'Big Box' retailers.

From humble beginnings, Ply Gem has grown to be a leader in exterior building products, with an eye towards being the best -- not just the biggest. With this explosive growth has come the usual opportunities to more effectively manage the ever-growing Sales and Marketing environments while identifying opportunities to streamline initiatives among the nine different brands that make up the Ply Gem family. This complex environment includes:

- 6000 Distributors of varying size / capabilities with complicated reporting structures / hierarchies
- 150+ Sales/Marketing personnel with differing levels of visibility requirements
- \$15mm in co-op money spread throughout the distribution and sales networks
- 20+ support vendors that provide things such as Literature, Promotional items, Samples, Displays, etc...
- Multiple out-of-system purchases that have to be effectively identified and managed

KNOW WHAT YOU DON'T KNOW

GearBox: The Solution

To ensure that Ply Gem was able to truly manage all aspects of their Marketing initiatives, IRIS engaged our on-line portal, GearBox™. The on-line portal was initially set up to manage co-op funds, inventory controls and Ply Gem's network of support Vendors. This approach quickly expanded to include additional modules that GearBox offers including Customizable Local Marketing, Digital Asset/Media Libraries, Automated Reimbursement and Finance integration. Ply Gem now has an end-to-end solution that allows local Users the ability to engage every aspect of the Sales and Marketing initiatives. Integrated hierarchies mean that people have visibility of their down-line and credential-driven access allows for customized messaging to specific Regions, Cost Centers or types of Users.

Users can now Order everything they need on-line, customize materials, track them through the portal and have complete history of their activities. Offline purchases are able to be managed/ accrued for by using the Reimbursement function to capture all related costs and even provide proofs of performance. Simultaneously, Ply Gem is able to effectively manage its large network of support Vendors - reporting on every aspect of User/ Vendor activities. GearBox is a true holistic solution that Ply Gem continues utilizing to engage their Sales and Distribution network.

Expanding the Role

Ply Gem has continued to expand and acquire more businesses as part of their overall growth strategy. GearBox has played a critical role in a recent acquisition resulting in a \$750,000+ reduction in personnel resources while improving overall User experience. GearBox continues to find opportunities to improve Customer satisfaction and currently enjoys a 100% adoption rate.



CHALLENGES

- Ply Gem needed a solution to effectively manage multiple brands, thousands of distributors and a national network of Sales Reps.
- Co-op, vendor agnosticism and multiple types of Users needed to be incorporated into a single solution.
- Any solution had to be scalable to support rapid organic and acquisitional growth.
- Branding standards needed to be managed nationally and at the local level.

SOLUTIONS

- IRIS engaged our on-line portal, GearBox™, to bring all marketing support and program initiatives into a single interface.
- All Vendors (20+) were onboarded with different products made available through login credentials.
- Ply Gem's internal support hierarchy was recreated in the on-line environment to expedite interactions and improve visibility of User activities.

RESULTS

- Ply Gem was able to reallocate \$750k+ in personnel resources through distributor adoption of the portal.
- GearBox provided the multi-layered, real-time visibility that Ply Gem needed to make smart marketing decisions.
- Finance could effectively accrue Co-op funds in excess of \$15mm to identify cost-savings opportunities.
- The intuitive interface keeps adoption rate at 100%.