



Sauder

Top furniture manufacturer arms its sales reps with a tablet-ready product catalog to mobilize prospect discussions on the go.

“Part of the beauty of Accellion is that it’s so easy to use, which allowed our reps to be up and running immediately. We rolled out Accellion to 100 sales reps in just two days”

Jan Arvay
VP of Information Systems

Headquartered in Archbold, Ohio, Sauder is North America’s leading producer of ready-to-assemble (RTA) furniture and the nation’s fifth largest residential furniture manufacturer. Driven by value and backed by exceptional service, the Sauder brand provides environmentally-friendly furniture and storage solutions for every room in the home without sacrificing quality, function and budget.

Challenge

From furniture design specs to product catalogs to third-party partner documentation, developing and exchanging information is a daily part of the product development and sales operations at Sauder. To support such communications, the organization had a legacy file sharing solution in place but the product did only that – file sharing. The organization realized that it needed more functionality, including file synchronization, to make sure that employees were working off the latest-and-greatest materials. They needed the ability to comment, edit, and collaborate on documents and most importantly, support employee access via mobile devices.

Sauder’s employees were also sending a message that the existing solution wasn’t effective, with several operating units using Dropbox behind the scenes – creating immediate security concerns among IT. It was time for Sauder to find a new platform that would serve as the go-to tool for the entire organization and they needed to act quickly.

One of Sauder’s most important industry events – High Point Market – was right around the corner and the organization wanted to enable sales reps to showcase product collateral via tablets while on the show floor. The event is the largest furnishing tradeshow in the world, drawing more than 75,000 attendees, and eliminating the need to print sales materials in hard copy would be a tremendous time and cost savings. Sauder knew it wanted to use tablets as a primary communications vehicle at the show, but Internet connectivity was spotty and it was critical that the product catalog be instantly available to share with potential customers.

“It was time for our tradeshow presence to be digital and mobile – our reps were pushing us to ‘get with the times’,” said Jan Arvay, VP of Information Systems with Sauder. “We needed to find a new tool, and fast, but it needed to be a good fit for our immediate needs, built for enterprise use, and able to keep our confidential product information protected.”

In addition to support for secure mobile file sharing, Sauder required a solution that could be deployed

Quick Facts – Sauder



Deployed Since

2013



Number of Users

**100 internal
unlimited external**



Custom Web Interface

Yes



Email Integration

Yes



Mobile Platforms

**iOS and
Android**

- ✓ Quickly replaced legacy file sharing solutions and behind-the-scenes Dropbox use with single, secure, enterprise-class platform
- ✓ Enables sales reps to instantly access current product catalog via mobile devices
- ✓ Support for anytime file sharing while maintaining security of confidential product data

in a private cloud environment. The organization wanted to install a platform within its own network, maintaining complete, internal control over server access, as well as backup and recovery processes.

Sauder turned to leading analyst firm, Gartner, for recommendations on vendor offerings and found that Accellion was highly rated. After conducting an in-house trial, Sauder decided to deploy Accellion across the organization.

Solution

With High Point Market quickly approaching, the team at Sauder got to work – deploying Accellion, creating a brief manual to help sales reps get started, and urging staff to get familiar with the tool prior to the show.

“Part of the beauty of Accellion is that it’s so easy to use, which allowed our reps to be up and running immediately,” said Arvay. “We rolled out Accellion to 100 reps in just two days and used the reporting features to know who had logged-on in order to make sure the entire group was ready to go once the show doors opened.”

Since product documents could be uploaded to an Accellion folder in a matter of seconds, Sauder had the flexibility to edit and finalize materials right up to the start of the show, with any last-minute changes easily updated across the board. During the

six days at the show, reps met with prospects, showcased Sauder’s extensive product offerings directly from their tablets, and had the information they needed right at their fingertips.

The decision to deploy Accellion in a private cloud was a strategic choice for Sauder. “What you put on the cloud is a decision process and a lot of companies have taken a leap of faith with the public cloud,” said Arvay. “Our new product materials are our bread and butter and we wanted to keep that data and all of the activities surrounding it close to the vest in a private cloud setting. And with Accellion, we could go that route.”

Sauder plans to use Accellion folders to more effectively collaborate internally, with remote teams and with external vendors. The organization also plans to take advantage of Accellion’s mobile synchronization solution, allowing employees to easily edit, save, and share Microsoft documents on mobile devices whether from the office or on-the-go.

“Accellion provided immediate value by allowing us to easily replace our legacy solution and hit our initial goal of boosting mobile productivity for our sales reps,” said Arvay. “There are certainly more benefits to come as our usage expands and we take advantage of all that Accellion’s collaboration, file sharing, file synching, and mobile app capabilities have to offer.”

About Accellion

Accellion, Inc. is the industry leader in providing private cloud solutions for secure access and sharing of enterprise information across devices, enabling employees to work securely wherever. Founded in 1999, Accellion is an award-winning, private company headquartered in Palo Alto, California with offices in North America, APAC, and Europe. The company has evolved from its roots in cloud storage into a leading enterprise security software provider. More than 12 million business users and 2,000 of the world’s leading corporations and government agencies, including Procter & Gamble; Indiana University Health; Kaiser Permanente; Lovells; Bridgestone; Harvard University; the Securities and Exchange Commission; and NASA use Accellion solutions to protect confidential information, ensure compliance, increase business productivity, and reduce IT costs.

ACC-CS-0515-SAU © Accellion Inc. All rights reserved

Email: sales@accellion.com
Phone: +1 650-249-9544

Accellion, Inc.
1804 Embarcadero Road
Palo Alto, CA 94303



For additional successful deployments: www.accellion.com/resources/case-studies

Accellion