

## Koch Equipment



### An enterprising company.

Kansas City, Missouri-based Koch Equipment LLC is a full-line manufacturer of equipment for meat production, food processing, packaging, and labeling. It is a one-stop shop for vacuum chamber packaging machines, skin packaging machines, modified atmosphere packaging machines, labelers, rollstock parts, accessories, and service, as well as a full range of processing equipment including stuffers, bowl cutters, injectors, mixers, grinders, tumblers, dicers, smokehouses, and kill floor equipment. For more than a century, Koch Equipment has been the name more packagers and processors trust for their equipment needs.

### Setting the strategy.

When it split from Koch Supplies and became a new company several years ago, Koch Equipment had two months to create a stand-alone business system and become fully operational to continue business. Management at the new company knew they wanted one database for all customer information, and they did not have a lot of time to implement a complex system.

"We had about four weeks to pick a customer relationship management (CRM) solution, and there were only three vendors that were flexible enough to provide a demo quickly. We were impressed by what Infor™ had to offer and by the end of the year, we had chosen

“ With Infor, we were able to exceed our implementation goals and finally had our essential data in one place. ”

CHERYL JONES, MANAGER, INFORMATION TECHNOLOGY, KOCH EQUIPMENT

**INFOR**<sup>™</sup>  
be enterprising

## Customer Profile

Infor ERP XA CRM for customer relationship management with order management capabilities," says Cheryl Jones, manager, information technology.

### Getting business specific.

Koch Equipment had an aggressive schedule to get up and running. Each milestone was critical to ensure a successful business launch. It was especially important to replace the several disparate contact management systems and consolidate the information into one database. "We were delighted to go live with Infor ERP XA CRM in less than 90 days. We were able to exceed our implementation goals and finally had our essential data in one place," says Jones.

### Seeing results.

"With Infor's solution, our engineers now have access to the same database that the sales department uses to keep track of customer information and issues. This information will be helpful when designing products and trying to improve quality," explains Jones. "Meat packaging equipment has a very long life, so tracking the equipment and providing service over its life is a key requirement. We were able to take advantage of the built-in flexibility in Infor ERP XA CRM to tailor the solution to fit our business requirements. We can tie customer information to the equipment owned, track that equipment, and effectively provide long-term product service and support."

Graphical representations of Koch Equipment's products are linked to engineering files in Infor ERP XA CRM. "Customer satisfaction is increasing because the sales people can see images of each product and are setting expectations better the first time. We have fewer returned products and happier customers," says Jones.

By analyzing customer data and input from the sales force, Koch Equipment is hoping to find new markets for expansion within its customer base and with new prospects. "We are using the information in Infor ERP XA CRM to study sales trends and learn more about our customers," says Jones.

"With this information, we believe we will find places in the market where there are either gaps from consolidation or new opportunities with 'mom and pop' shops opening."

Continues Jones, "We will also use the information to expand market share by targeting and marketing to our current customers based on standard industrial classification (SIC) codes. We will generate interest and leads based on vertical markets, which is something we have never been able to do in the past."

By integrating our CRM information into our back-end system, Infor ERP SyteLine, Koch Equipment will be able to take their total solution to the next level. "We will be able to not only track our prospect and customer information, but we will also eliminate redundant data entry. Infor ERP XA CRM will be our single point for viewing and executing all customer activity from opportunity to order through service," concludes Jones.

### About Infor.

Infor delivers business-specific software to enterprising organizations. With experience built in, Infor's solutions enable businesses of all sizes to be more enterprising and adapt to the rapid changes of a global marketplace. With more than 70,000 customers, Infor is changing what businesses expect from an enterprise software provider. For additional information, visit [www.infor.com](http://www.infor.com).

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