

Case Study: IBC (IndustrialSupplyPlus™ & BearingSupplyPlus®)

"We redesigned an entire IBC division while we were still using a trial copy of MindManager. When we saw what it could do in that short span of time, we knew we had to have it."

ROI Statement

"Before I started using MindManager it would have taken me three weeks to make a strategic decision like this. Now I can do it in about 4 days. In general, MindManager for Tablet PC has easily made me at least 25 percent more efficient."

Company Profile

IBC is a consortium of independent distributors of industrial and bearing supplies for both production and MRO (maintenance, repair and operations). IBC's goal is to help independent distributors gain strategic advantage in the marketplace, compete for multi-location national accounts, and to help manufacturers design and execute various strategies in the distributor marketplace.

Challenge

Enable an industrial executive to quickly translate into action his insights into customers, the marketplace and his organization.

Process Improvement

The president of this \$2 Billion industrial & bearing supply group uses MindManager for Tablet PC to share knowledge on key accounts, maintain strategic vision, and make key decisions quickly.



As president of an organization that represents more than 400 industrial and bearing distributor locations that serve 87,000 customers across the United States and Canada, Ed Sullivan travels a lot. As such, he is always on the look out for tools to help him work smarter and faster while on the go. Tablet PCs, he says, immediately held out the promise of aligning his computing needs with his working style. Tablets presented a mobile platform he could comfortably use anywhere from a Fortune 500 board room to an airplane seat. But what really sold him on the value of the Tablet PC was the first time he used Mindjet's business mapping software, MindManager for Tablet PC, in a meeting with a major distributor of MRO bearings.

Quickly Convert Customer Contact into Decisions

"One Tuesday morning I flew to Dallas to meet with one of our member companies to discuss what looked like a promising opportunity for IBC," says Sullivan. "As I met with this distributor's executive team, I took handwritten notes in MindManager. Then after the meeting, I added my own ideas and observations to the original business map. I worked on the map a little more on the flight back to our headquarters in Ohio, and by the time we landed I had a finished document that clearly mapped out the opportunity."

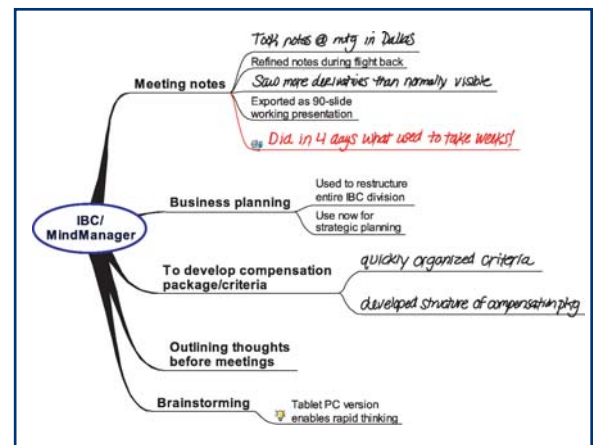
Back at the office the next day, Sullivan exported the map to Microsoft® Word and PowerPoint®. Then he emailed both documents off to the Dallas distributor to make sure everyone agreed on the opportunity.

"We had the initial meeting on Tuesday, I flew back Wednesday, and delivered a 90-slide presentation and 23-page report on Thursday," Sullivan recalls. "That blew them away. They couldn't figure out how I had made such a well-organized PowerPoint presentation so quickly."

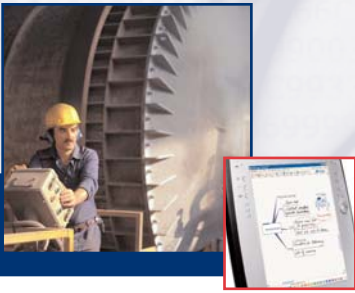
Sullivan then used a shorter version of the presentation internally to guide his company's decision on the opportunity itself.

"In four days from start to finish we were able to decide whether we wanted to pursue the opportunity," says Sullivan. "Before I

started using MindManager, it would have taken me one week to put notes into some kind of organized form, another week to decipher the opportunity in an intelligible format, then one more week for us to digest everything and come to a decision. MindManager allowed us to accomplish in four days what used to take three weeks. That is really powerful. "



Meeting organization with MindManager®



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Solution

Use MindManager for Tablet PC as key desktop productivity tool to capture and communicate ideas, customer information and high-level strategic planning concepts.

Product:

- MindManager for Tablet PC

Key Features:

- Pen-enabled Interface
- Export to Microsoft Office
- Export to Microsoft Project
- Level of Detail

Result

Executive able to follow-up customer meetings with action, make decisions in fraction of time needed previously; and work in a way that matches his need to maintain flexible strategic vision for a large and geographically dispersed organization.

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Reengineering Your Organization

Sullivan first became acquainted with Mindjet's software after reading a January 2003 review by BusinessWeek's Steve Wildstrom. Impressed by the article, Sullivan downloaded a 21-day trial copy of the desktop version of MindManager. Before he knew it, this new software had helped him and his national sales manager redesign an entire IBC division.

"This particular part of the company was a maturing division," Sullivan says. "We had the customers, but we needed to change and improve the way we were working with them."

Sullivan and the sales manager had begun the redesign process in September 2002 using more traditional planning tools. But by early January 2003, it was clear that the transition plan wasn't developing as well as he thought it could. That's when he read Wildstrom's explanation of MindManager's ability to help users "see the big picture or...drill down into details."

"That was exactly what we needed to do with the redesign project, so we got a trail copy. We discovered right away that MindManager was incredibly easy to use, and immediately began mapping out the division to see what was and wasn't working. First we built a map that visually showed how the division functioned. Then, by adding and moving branches around, we were able to see new ways of interacting with our customers. By the time we were finished, we had slashed the division's burgeoning travel budget and completely reengineered our approach to managing customer needs.

"It was pretty amazing: We redesigned an entire IBC division while still using a trial copy of MindManager. When we saw what it could do in that short span of time, we knew we had to have it."

From Personal Productivity Tool to Company-wide Solution

On a personal level, Sullivan says that MindManager is now one of his three key Tablet PC applications. He uses FranklinCovey's TabletPlanner to keep track of tasks, write general notes and keep track of files; Microsoft Outlook for email; and MindManager for everything else-to prepare for meetings, do strategic planning, take meeting notes and to communicate ideas of any complexity.

Sullivan says he can have a phone call with a client or customer and ten minutes later email them a detailed map that concisely presents a very organized view of the conversation. "People wonder how I work so fast, turning complicated topics into organized thoughts in minutes. Little do they know that I'm organizing everything in real time!"

He says that part of IBC's job it to constantly looks for ways that its customers (the distributors that collectively comprise IBC) can work smarter, faster and more cost efficiently. "In terms of technology, we at IBC are evolutionaries, not revolutionaries: If an emerging technology delivers immediate productivity gains to our staff, we pass it right on to our constituents. We've certainly gotten our investment back with MindManager and will be pushing it out across our entire organization."

MindManager®
The Visual Tool for Brainstorming and Planning

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