WD-40 Optimizes Sales and Purchasing Processes with QPR ProcessAnalyzer

QPR

Challenge

- Inefficient sales and purchasing processes
- Difficult to estimate the impact of process improvement actions
- Pressure to implement a new ERP and web platform

Benefits

- Identify root causes for problems
- Fact-based insight into process improvement activities
- Safe and frictionless implementation of new ERP and web platform

Optimizing the Purchasing Process

When WD-40 transferred to an automated purchasing process, QPR ProcessAnalyzer helped keep count of how many changes were being made to the purchases manually and how many tasks there were. With process mining, WD-40 discovered that when the purchasing professionals did less work, better flows of transactions were created.

"QPR ProcessAnalyzer highlights how all the repetitive tasks, purchasing changes, mistakes, and adjustments were creating considerable amount of rework and a negative business impact. This insight proved that we should try to slow people down and be more thoughtful in our actions, so that we only need to check once instead of many times", says Jonathan McCoy, IT Director at WD-40 Company.

> **"Gaining immediate insight through process mining is a real advantage for a fast-growing business with ever-changing markets ."**
>
> Jonathan McCoy, IT Director
> WD-40 Company

WD-40

A publicly-traded, global sales company. Headquartered in San Diego, WD-40 is delivering solutions for maintenance needs in workshops, factories and homes.

Revenue:	**380 million USD**
Headquarters:	**San Diego, USA**
Operations:	**176 countries**

www.wd40.com

Creating a Frictionless Sales Process

It's always hard to educate process participants on the types of practices that negatively impact the happy customer flow. Initially, the sales processes at WD-40 consisted of many manual steps, causing process risks and less effective process control.

QPR ProcessAnalyzer helps managers at WD-40 identify root causes of these manual actions, and consequently decrease the process risks.

"Moreover, process mining was used to analyze sales categories, and identify better sales models that lead to a significant growth in sales volume", says Jonathan McCoy.

Responsive Visualization and Trust

What managers and end users at WD-40 found most valuable was to visually investigate the process in QPR ProcessAnalyzer – looking at the process flow, trends, and even drilling down to individual transactions.

At any time, the managers could open the model and investigate any part of the process and flow, which is far more valuable than a fixed model that does not move or let you inspect different angles.

> "Decisions are made much easier when the data is presented in a visual way. We can get to the right questions sooner and dismiss anomalies that don't warrant further analysis."

Jonathan McCoy, IT Director
WD-40 Company

Unlike traditional BI reporting, you cannot cheat a dashboard and get around bad processes, which creates trust in the findings from the process mining analysis.

Process mining was used to prove that WD-40 can achieve 9% more frictionless transactions with a new web platform.

Preparing for Digital Transformation

Transforming your business and preparing for growth often requires new systems and digital platforms, and essentially, an examination of how well your business processes work. Although new systems are advertised as a solution to a variety of problems in a business, the reality is that they often add complexity and highlight process weaknesses that you had been blissfully unaware of.

"Process mining, a new way to analyze our business processes, will help us ensure successful business transformation and straightforward decision-making", says Jonathan McCoy.

QPR ProcessAnalyzer solution
- Integration to EPICOR ERP System
- Deployed end-to-end processes:
    - Order-To-Cash with 42 Event Types
    - Purchase-to-pay with 39 Event Types

⭐ Favorite QPR ProcessAnalyzer Features

1. **Process Flowcharts**
2. **Dashboards**
3. **KPI Reporting Charts**

Jonathan McCoy, IT Director
WD-40 Company

Read more at
www.qpr.com