Innovation in field services part of Pedrollo's long history at the cutting edge

When Silvano Pedrollo visited Dubai in 1974, he began to understand what the economic, social and industrial ramifications would be of a world where water cost more than oil. At that time, what is today a booming capital city was just a small town surrounded by desert sand. Only by bringing water to the area could the town become the metropolitan oasis it is today.

After meeting with local businessmen and officials, Pedrollo decided: the mission of his company would be to collaborate with firms and authorities to ensure everyone, everywhere could have ready access to clean water. The trip led to the establishment of one of the world's leading electric water pump producers — Pedrollo S.p.A. Soon Pedrollo's pumps were bringing water to that parched, arid region.

In the more than 40 years since, Pedrollo's company has never stopped innovating. Today Pedrollo is one of the benchmark brands in the global industry for water pumps, and one of Italy's main manufacturers. While the company's engineering, design and manufacturing are entirely based in its home country, Pedrollo exports 90 percent of its yearly production of roughly 2.5 million water pumps to more than 160 countries around the world. As a whole, the Pedrollo Group has over € 230 million in annual revenues with about 900 employees.

Innovation in manufacturing — and beyond

As the company continues its mission, that commitment to building powerful, affordable pump technologies is more important than ever. Growing populations and shifting water supplies present new obstacles and demand original solutions based on innovations in electronics, mechanics and the use of advanced materials.

But beyond its products, the development of more efficient processes is also critical to the company's continued success. Product innovation keeps Pedrollo pumps in high demand, but the company also works to control costs and increase quality through automated production processes and by creating new efficiencies throughout the organization — including the company's worldwide sales, customer service and marketing functions.

As part of its business model, Pedrollo relies on a widespread distribution network that engages with resellers all over the world to market its pumps to customers for civil and industrial use. In an effort to wring costs and increase efficiencies from this global sales and customer service organization, the company recently turned to Infragistics for a new approach to CRM, transforming an ad hoc system of siloed software and manual, paper-based processes into mobile information on demand for field sales and marketing staff worldwide.

Unifying disparate information into a single, elegant system

According to Gabriele Zanco, Pedrollo's chief digital information officer, operating in a global market presents many challenges for companies in the water utility industry. Not only are there thousands of customers — and in turn, millions of people relying on the company's products — but laws, rules, processes and protocols vary across regions, often dramatically.

According to Zanco, this need to understand each customer's unique challenges creates a heavy demand for information on the part of sales and customer service agents. To serve this continually evolving customer landscape, Pedrollo needed a better way to deliver information to field reps and ensure customers get highest possible level of service.

 "We have managers and staff selling in 160 countries," Zanco says. "Every country has a different market and a different approach to the market. Since our staff are often out of office, we needed a way to give them relevant information wherever they are."

Before implementing the charts and grids found in Infragistics Ultimate UI for WPF, much of the company's CRM, product and sales data was not immediately accessible. Customer service and sales agents were forced to spend valuable time searching for information across several disparate systems. Real-time answers were generally not available in the field either, forcing agents to either return to the office or anticipate data that would be needed during a sales meeting and bring it with them.

With such a variety of customers and conditions, the situation was prone to delays — or worse, costly mistakes. Pedrollo needed a way to provide its users both at headquarters and out of office with real-time access to business information so they could be more effective in their jobs and improve customer relationships overall.

In searching for a solution, Zanco also had to consider the varying level of technical literacy among staff. Any new solution the company rolled out needed to be not only reliable and secure, but also offer a training footprint near zero.

"The solution had to be straightforward and user-friendly, with an interface needing no explanation," Zanco says.

The goal was to provide ready-to-use data and information in an extremely simple and visual way, while also building in capabilities for both aggregate and detailed analysis. Thus, that simple interface needed to handle not just quantitative data, but also qualitative information originating from various sources to allow immediate responses and better decision-making.

With all of these factors in mind, Zanco decided on Infragistics:
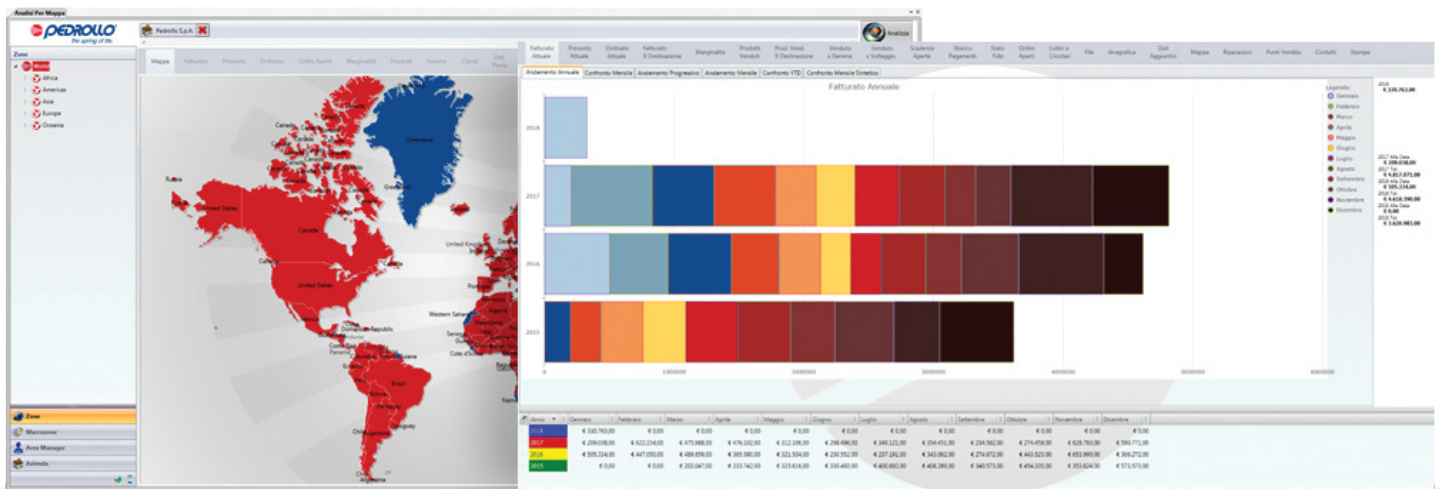
" With Infragistics, I can use the components to build applications with important functionalities already present. That, combined with the **user-friendliness offered by Infragistics technologies**, has been a big reason for the success of the solution. "

Gabriele Zanco – Chief Digital Information Officer, Pedrollo

Delivering insight to employees' fingertips

To accomplish all this, Pedrollo used Infragistics WPF components, combined with their own development methodology, to unify many separate software and hardware systems. The resulting solution contains an entire spectrum of business information — sales and revenues, payments and credit, technical and production data, geographical trends, procedures and workflows.

According to Zanco, Pedrollo was able to accomplish this integration and develop an enterprise application solution in a very short timeframe. And since it's been deployed, the solution has become a key element of the company's business, used across the entire organization.

> " The solution [Infragistics] has not only allowed for **significant cost savings and an immediate return on the investment**," he says, "but also generated considerable user engagement resulting in a continual effort to refine the solution with new features to empower employees. "
>
> Gabriele Zanco – Chief Digital Information Officer, Pedrollo

Today business information across systems is accessible to managers and staff in the field. With a mix of CRM, marketing and ERP combined into one solution, employees have all the customer information they need available at their fingertips: financials, geographical information, products purchased, performance comparisons from year to year, payments and more.

Analytics capabilities are also available, such as a map view of customer information to facilitate geographical analysis and chart overall market performance across regions.

"The map view not only lets sales agents know where customers are, but makes all of the customer's information available with a single click," Zanco says. "I can also run an analysis for entire regions, with color-coded icons to indicate trends and patterns, also with one click and in real-time."

With the success of Pedrollo's first Infragistics solution, Zanco says the company is looking at other ways the technology can be used to enhance the business and create even more efficiency — this time in manufacturing processes. In doing so, the company is building on more than 40 years of continual improvement in its core mission to bring water to people wherever it's needed.
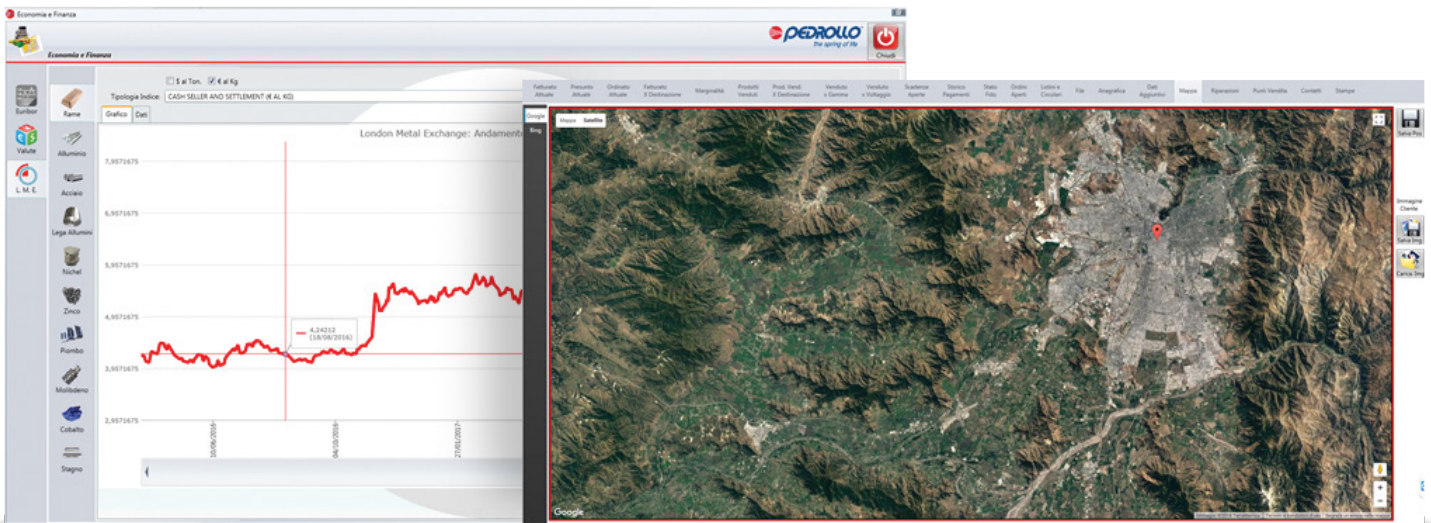
"Today we're using Infragistics to support statistics and control data for the company," he says. "Looking to the future, we're working on using Infragistics to connect machines on the factory floor and create a new Industry 4.0 solution."

Start Your Own Success Story

To get your company's success story started, check out these samples to learn more about how Infragistics Ultimate UI for WPF enables developers to build high-performing applications quickly and easily. Then try Ultimate UI for WPF along with the full suite of Infragistics developer products available for a free 30-day trial as part of Infragistics Ultimate.

About Infragistics

Infragistics is a worldwide leader in providing tools and solutions to accelerate application design and development, insights and collaboration for any organization. More than two million developers use Infragistics enterprise-ready UX and UI toolkits to rapidly prototype and build high-performing applications for the Cloud, Web, Windows, iOS and Android devices. Infragistics Enterprise Mobility solutions ReportPlus and SharePlus, give business users the latest advancements in self-service business intelligence and collaboration software. Additionally, Infragistics offers expert UX Services and award-winning support.

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