# PIERCE WASHINGTON

SYSTEMS INTEGRATION

**Client**
**Goodrich**

**URL**
goodrich.com

**Description**
Goodrich, a Fortune 500 company with over $7 billion in annual revenue, is a global supplier of systems and services to the aerospace, defense, and home-land security markets.

**Specs**
eCommerce
ERP
CRM
SalesForce
Integration
Web Development
Cloud
International
Enterprise
B2B

**Services**
SAP
IFS
MAPICS
JDEdwards
DataFlow
Oracle E-Business Suite
SalesForce Sales Cloud
Apache Web Server

**Contact**
Rob Watters
925.200.7533
rob.watters@piercewashington.com

540 Washington St.
San Francisco, CA 94111
415.431.8300
info@piercewashington.com
piercewashington.com

> "Our order volume has grown more than 50% without adding customer service headcount."
> — Amy Morgan, Sr. Director, eBusiness, Goodrich

## Landing New Markets

## Developing One Face to the Customer

Pierce Washington worked with Goodrich to enable their Enterprise Customer Portal program—from strategic roadmap to global rollout—unifying the customer experience across 14 independent business units.

### Challenge

Over the past twenty years, Goodrich has grown through acquisition to become a leading supplier in the aerospace industry. Goodrich operated largely as a collection of 14 independent business units. This created a number of challenges, especially in the aftermarket:

- **Inconsistent customer interactions:** Business units had varying rules and processes for working with the same customers. Customers were frustrated by this lack of consistency.
- **Inefficient internal processes:** Nearly all order entry and order status inquiries were done manually. CSRs spent too much time on non-value-added tasks.
- **Information in too many places:** There was no central place for customers to go for part, pricing or order status.

The overall theme was that Goodrich was "not easy to do business with." Customers wanted a more streamlined way to work with Goodrich.

### Technical Challenges

Goodrich's technical environment spanned 14 legacy businesses. They needed to bring information together from all of these operating units and present it in a consolidated fashion to their customers. To add to the challenge, they were using technologies that were new to their organization (single sign-on, messaging integration software, portal software).

### Solution / Result

Pierce Washington worked with Goodrich to plan, develop, and deliver their ambitious Enterprise Customer Portal program:

- Mapped out a strategic roadmap with achievable implementation release dates and helped Goodrich set internal expectations for success.
- Leveraged our "storyboard" process to gather and synthesize requirements and to ensure buy-in from key stakeholders. The storyboard deliverables created the foundation for effective scope management.

# Goodrich continued

- Translated business requirements to manageable development tasks to ensure maximum efficiency of our development team.
- Delivered 10 major project releases on time, without issuing a single change order to the fixed price statements of work.

The Enterprise Customer Portal project has been a tremendous success. Goodrich has realized:

- Strategic benefits though increased customer loyalty.
- Operational efficiency: More than 90% of their aftermarket order management moved to an ecommerce channel.
- Cost savings: Their order volume has grown more than 50% without adding customer service headcount.

Customer response to the "One Company" vision has been overwhelmingly positive. Goodrich now provides a single face to their customers with accurate and timely data. The Enterprise Customer Portal now supports over 15,000 registered users and 100,000 self-service transactions a month — each one representing an email, fax, or manual request that would have previously been handled by a CSR. Additionally, over 5,000 web-based spares orders are automatically processed each month.