



Mobile apps,
enterprise ready™

CUSTOMER SUCCESS

MITSUBISHI ELECTRIC COOLING & HEATING

Leveraging the power of smart devices with AppCentral and generating \$30 million in additional revenue annually

To further drive sales and enhance customer satisfaction, Mitsubishi Electric Cooling & Heating wanted to enable its business partners to leverage the power of smart devices and turned to AppCentral. Now they can control, distribute, and manage apps and content on any smart device, paving the way for field productivity and success. The company has seen a 100% increase in registered contractor productivity, resulting in a projected \$30 million revenue uptick and additionally estimates a multi-million dollar decrease in annual catalog printing and distribution costs.

BUSINESS CHALLENGE

Mitsubishi Electric Cooling & Heating, a division of Mitsubishi Electric & Electronics USA, is a leading supplier of heating, ventilation and air conditioning (HVAC) systems. It relies on a vast ecosystem of distributors, contractors, engineers, and architects to sell its HVAC systems to both commercial and residential markets. In order for the company to be successful, this distribution channel needs to be knowledgeable about and trained on selling, installing, and servicing Mitsubishi Electric's latest HVAC systems. With over 25,000 contractors nation-wide and 1,500 distributor brand locations, this is a challenge.

When Gabriel Weiss joined Mitsubishi Electric Cooling &

Heating, he was tasked with developing campaign material for use in the company's multi-step distribution channel. His audit revealed a number of challenges. Product, technical and pricing information was often outdated and inaccurate. Multiple and overlapping communications mechanisms – email blasts, mailed printed material, and in-person training – contributed to increased marketing spend. Over-communication from numerous vendors had conditioned channel partners and customers to regard most information as spam. Multiple product catalogs, containing more than 150 pages of residential and commercial product information



ORGANIZATION PROFILE

Website: www.mehvac.com

Industry: Manufacturing

Headquarters: Suwanee, Georgia

Employees: Approximately 200

and technical specs, were cumbersome for contractors to haul around to potential customer locations and installation sites, and were difficult to keep up-to-date. Of course, the ongoing printing and distribution of the catalog represent significant costs to the company as well.

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GABRIEL WEISS

Head of Interactive Marketing Technologies

A FIRST ATTEMPT

Weiss' initial attempt at improving the situation for his extended ecosystem of distributors and contractors was to pull product, technical, and pricing materials in to the digital realm in the form of mobile apps, thus replacing much of the paper. By leveraging mobile apps and the large screen of Apple iPads, Weiss believed that Mitsubishi Electric Cooling & Heating could ensure the timeliness and accuracy of product information, address the issue of ineffective communication and reduce printing costs.

Conceptually the idea was sound but there were challenges. Knowing that publically accessible app stores were not a viable distribution and delivery solution, the mobile apps were packaged up and emailed to the intended users. Once received, the user had to go through a manual installation process. It quickly became apparent that the apps did not get the usage Weiss was hoping for, and as the sole provider of the program's manual email sending process, it simply didn't scale. A better solution was needed.



Solution at a Glance

Key Challenges

- Reliance on a vast ecosystem of distributors, contractors, engineers, and architects to sell its HVAC systems
- Outdated and inaccurate product, technical and pricing information
- Cumbersome to haul multiple product catalogs around to customer locations and installation sites
- Significant costs for ongoing printing and distribution of product catalogs

Business Results

- 100% increase in registered contractor productivity
- Projected \$30 million revenue uptick
- Multi-million dollar decrease in annual catalog printing and distribution costs
- Higher customer satisfaction
- Increased contractor engagement

ENLISTING APPCENTRAL

Weiss came across AppCentral while attending a mobile developer conference and immediately realized the value of having a custom-branded app store through which apps – both custom and 3rd party – and data could easily be distributed and managed by Mitsubishi Electric Cooling & Heating. Said Weiss, “The icing on the cake was AppCentral’s AppGuardian technology that provides us with

the ability to embed policy-control into any application – without requiring source code.” Since the company is committed to leveraging the power of smart devices, retaining control of enterprise apps is critical. Continued Weiss, “AppGuardian provides us with granular control over who has access to what apps without us having to take on the management of devices we don’t own.”

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THE NEXT ATTEMPT

Using AppCentral's cloud-based solution, Weiss was able to quickly create a customized private app storefront called meSync™ (Mitsubishi Electric Synchronization) and make it available to his existing 500 users. Since this is a private store under his control, Weiss avoided the cumbersome process faced when trying to publish apps through the Apple App Store. Adding his existing registered users to the Mitsubishi Electric private AppCentral solution was a snap. Users received an email invite containing a link to the meSync app store, custom-branded by Mitsubishi Electric Cooling & Heating with elements such as their corporate logo and color palette. Upon reading the email on their iPads, users were able to download and

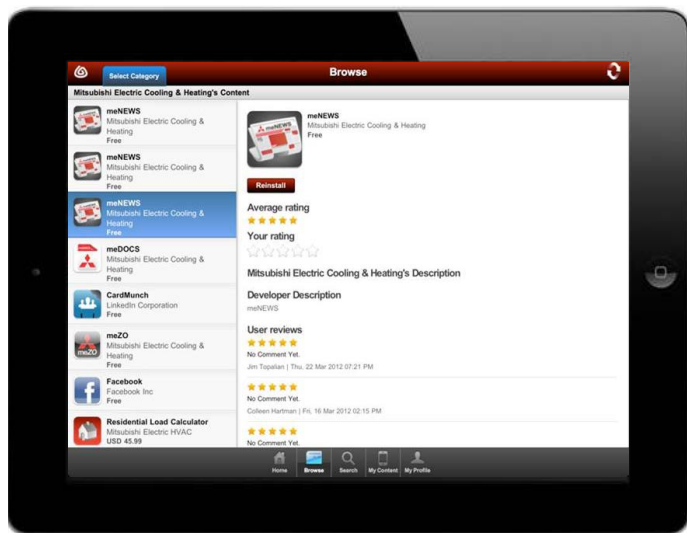
install the meSync store with a single click. Now that they had an easily identifiable location from which to go for all things related to Mitsubishi Electric Cooling & Heating, users were able to immediately download meNEWS™ and meDOCS™ – Mitsubishi Electric's first two enterprise apps.

Weiss' next custom app was meVIEW™ AR. Developed in partnership with Metaio, Inc., it allows a contractor to showcase a three-dimensional rendering of the ductless indoor unit augmented by the room in which it will be installed. The contractor then selects an image of the unit from the Mitsubishi Electric product library and tries different placements of it over the camera's view of the room. This augmented reality selling

the ductless unit. When a contractor also uses the meVIEW AR app, complete product information and visualization as an image or a video can be made available to the customer.

meVIEW AR, meNEWS, and meDOCS represent the first of eleven custom apps being released in 2012 through Mitsubishi Electric Cooling & Heating's custom app store, all immediately available for their intended audience to use without having to search through hundreds or thousands of irrelevant items.

As a result of this custom-branded meSync app store, gone is the cumbersome manual release, distribution, and install process, and Weiss is seeing much better adoption rates. Additionally, contractors using meVIEW AR report increased customer satisfaction. meVIEW AR uses augmented reality, which is popular in gaming but not necessarily in sales. With meVIEW AR, Mitsubishi Electric Cooling & Heating is truly breaking new ground not only within the HVAC industry but across broadly accepted sales models worldwide.



A view into Mitsubishi Electric's meSync app store showing custom and curated apps. The meSync app store is a customized version of the AppCentral mobile storefront.



RESULTS

Improved Productivity

Prior to the availability of meVIEW AR through the meSync store, a contractor had difficulty in depicting what a newly installed system would look like within the customer's environment, the most frequently asked question prior to purchase. Time was needed to take detailed room measurements, required for equipment placement. Outdated information on required parts caused unnecessary troubleshooting and increased installation time. Customers had to be educated on how to best use the equipment but inaccurate or out of date product information made it difficult for contractors.

With the meSync store, contractors can access the latest information about Mitsubishi Electric's HVAC systems, even when there is no network connection – a different strategy than most of their competitors whose web-based apps required a data-draining network connection. Installations are faster because contractors have direct access to needed technical literature on-site and in one device. It is easier to educate customers on all the features of the chosen HVAC system. Using meView AR, contractors

can also provide their customers with a realistic visualization of what the room will look like after product installation. Now that same contractor is able to visit more than two customers per day, a significant increase in productivity. This increase in productivity coupled with increased customer satisfaction is one reason Mitsubishi Electric Cooling & Heating is fielding over 40 unsolicited requests per month from contractors wishing to join the meSync program.

Increased Revenue

The meSync store ensures that product information is always accurate and available. meVIEW AR provides a more accurate visualization of the finished room, increasing customer satisfaction and contractor productivity. As a result, Mitsubishi Electric Cooling & Heating estimates that each contractor in the program will close an additional 30 deals annually. With an average of \$2,000 per standard system, the program's 500 contractors expect to deliver an additional \$30 million of revenue with the use of the meSync program and custom apps! As a result of their investment in AppCentral's solution for the

access, distribution, and control of Mitsubishi Electric's suite of apps, the company is ensuring that their contractors are more successful at selling.

Lowered Cost

meVIEW AR and other Mitsubishi Electric apps are now being rapidly adopted because of their availability in their custom-branded meSync store. As product information, technical specs and pricing change, Mitsubishi Electric Cooling & Heating can publish these changes to all smart devices via AppCentral's web-based management console. The ability to keep information current helps the company manage its brand and ensure that their ecosystem has access to accurate product information, technical specs and pricing. As a result, Mitsubishi Electric Cooling & Heating is decreasing the number of printed product catalogs and realized millions of dollars in cost savings, an amount that will only grow with the number of contractors using Mitsubishi Electric's custom apps. Additionally, contractors no longer have to haul around cumbersome catalogs to customer sites. Everything that they need is available on their smart device.



FUTURE PLANS

Mitsubishi Electric Cooling & Heating has only just begun mobilizing their ecosystem. For example, generating an accurate quote for a customer is no easy feat as many factors affect the price of an installation: room size (i.e., equipment capacity), whether both heating and cooling are required or just cooling, equipment placement, desired energy efficiency of equipment, etc.

So, next on the docket for Weiss is to have an app that takes the output from meVIEW AR and generates an electronic quote. This is just one of the eleven apps that the company plans on delivering this year through meSync.

Additionally, Weiss is working on videos to train the contractors on how to use all of the apps and technology Mitsubishi is releasing

during their in-home sales and system installation process.

The videos, which will be made available through their custom app store, will allow contractors to self-train on all the technology, meVIEW AR as well as any other apps as they are released and make it easier for Mitsubishi Electric Cooling & Heating to promote and mobilize their remaining U.S. contractors (over 24,500 strong).

The AppCentral solution has also made it easier for Mitsubishi Electric Cooling & Heating to mobilize its entire sales force within the United States. Additionally, because of the ease of use of the AppCentral solution, Weiss feels well prepared for the eventual widespread release to all of Mitsubishi Electric's divisions globally.

