



**PROWLER PROOF SECURE FUTURE GROWTH
WITH ARTISACCELERATE CO-CREATION**



ARTISGROUP
When you know there has to be a better way



Prowler Proof secure future growth with ARTISACCELERATE co-creation

Australian-based, residential security screen manufacturer Prowler Proof were on a mission to initiate a digital transformation journey based around Microsoft Dynamics. The goal was to implement a modern, people-focused, and scalable technology to keep up with business growth. Prowler Proof were directed to Artis as a Microsoft Gold Partner.

ABOUT THE CHALLENGE

Manual systems decelerating growth

Operating a world-class, fully automated manufacturing facility, Prowler Proof are ahead of the game as a tech progressive company, embracing Office 365 and cloud-based tools. In contrast, the sales and marketing processes were lagging, having not advanced at the same rate and using a combination of disjointed legacy tools and systems.

Business critical success factors stated up front

With their growing network encompassing hundreds of dealers operating across Australia, Prowler Proof relies on numerous business-critical success factors. These include access to accurate information on resellers, accurate data archives, effective lead management, an onboarding process to support customer engagement standards and quality customer service which together meet business development performance goals.

Prowler Proof needed a technology solution that would

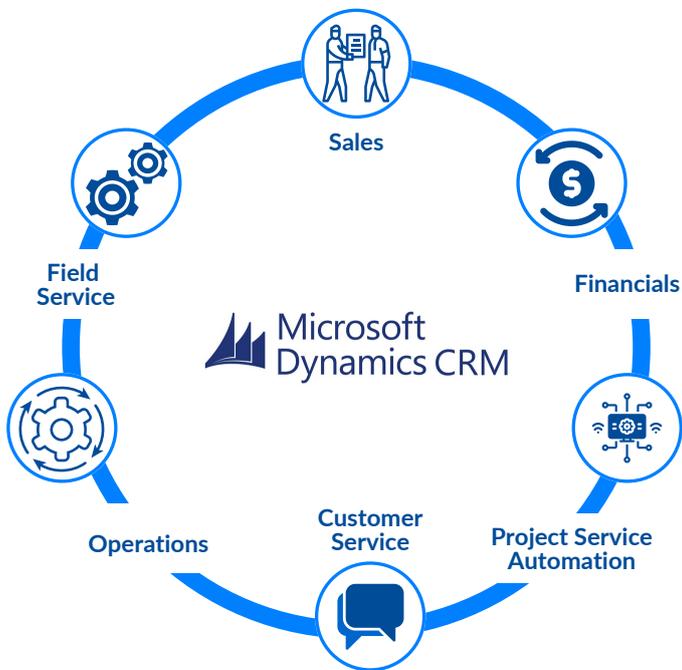
- enhance customer service,
- improve the account management capabilities of the business development teams, and
- create efficiencies across workflows and dealer touchpoints.

Without a centralised information management system, Prowler Proof's data sets were Excel-bound and individually owned, reliant on manual data capture, record keeping and labour-intensive reporting. Management wanted greater visibility on the sales pipeline, customer interactions, dealer onboarding processes, reseller account management and case management for warranty handling. Prowler Proof recognised the need for a centralised, automated approach to aggregate reseller data and were seeking an expert partner to guide them on their journey to formalise customer engagement processes and streamline business development, in sync with their MS Dynamics direction.

Transformation to enable pace for rapid growth

With an enviable growth trajectory and a clear understanding of their competitive advantage utilising the latest technology in manufacturing and order handling, Prowler Proof needed to remove any risk inherent in outdated business development and relationship management systems.

ABOUT OUR SOLUTION



An ArtisAccelerate fast and practical roadmap to prioritise digital needs

In August 2019, Prowler Proof began an ArtisAccelerate engagement focused on providing a cost effective and structured roadmap for Dynamics deployment, prioritising digital needs and business outcomes to scale for the future.

The ArtisAccelerate project focused on rapid value delivery for team members to achieve fast results where they count. With a 6-week project period, Artis and Prowler Proof worked together to target 'bite sized' issues first, keeping disruption to a minimum to ensure sustainable adoption with the least change management risk.

"To continue being on the cutting edge of business systems, Prowler Proof have chosen to partner with Artis Group. Artis Group have shown they have the technical knowledge and expertise to deliver specific integrated solutions to meet our future requirements."

- Shane Smith, Product Manager

ABOUT OUR APPROACH

Prowler Proof empowered with Artis co-creation

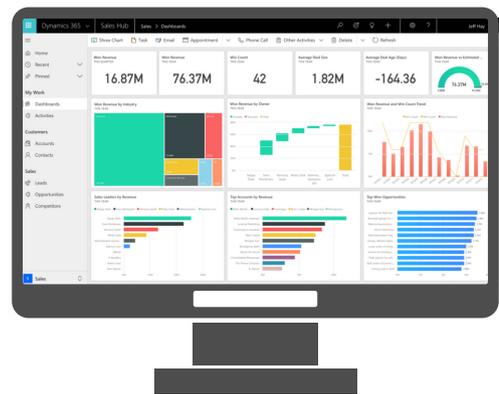
Subscribing to Lean-Agile principles under the ArtisAccelerate engagement, Artis immersed themselves in a discovery phase with Prowler Proof's Managing Director and the Head of Sales and Marketing to get a thorough understanding of the business, the digital environment, limitations of the current system, operational pain points and desired business outcome, before tearing into the technology solution.

Artis incorporated a high touch approach to manage interactions, conducting workshops to build out an agile product backlog to shape into iterations for the Accelerate plan. Artis provided a demonstration of Dynamics 365 for Sales functionality, focusing on the capabilities that would best help the sales team "now". Artis provided active training and expert insights to encourage user acceptance, upskill the team and advise how to make the data work for them. This approach turned the platform into Prowler Proof's own product, creating ownership for the team users.

Power to the Prowler Proof (sales) people

The action plan involved migrating out of individual Excel files, consolidating information, and transforming to an automated Dynamics 365 portal using Microsoft Flow to integrate communications between the Prowler Proof website, Microsoft Outlook and CMS, to streamline data capture, lead optimisation and account management.

The automated solution optimised the sales process providing a clear, holistic picture of accounts, customer life cycles, points of engagement, opportunity management and operational reporting data, turning business insights into possible marketing activities. All contact information and account knowledge were centrally stored, easily accessible and IP protected.



BUSINESS IMPACT

The Business Development team of 10 users are now supported with automated lead allocation, data population, engagement tracking, reporting prompts and streamlined onboarding processes. Management is better equipped for business planning and strategic decisions. Having experienced impactful results from the first phase of the ArtisAccelerate engagement, Prowler Proof are gearing up for the next step in their transformation journey towards Business Central.

PROJECT OVERVIEW

ARTISGROUP

We work in tandem with your staff.

Together we design, implement, install and support the right IT business applications to give you a competitive edge over your rivals.

In collaboration with you we can deliver modern, cloud-based solutions for Sales, Customer Service, Field Service, Human Resources, Finance, Supply Chain Management, Commerce, Project Service Automation and Marketing.

The way we do it was born because we believe there has to be a better way than the way most IT applications projects are usually delivered.

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PROWLER PROOF

Prowler Proof is Australia's only welded security screen...and the only security screen made in a world class fully automated factory. These two facts combine to make Prowler Proof a superior product at a competitive price. We are the only security screen manufacturer in Australia to offer a 10 year replacement warranty. You will quite simply get a new product if your Prowler Proof product shows defects in workmanship or materials within 10 years from the date of manufacture. No ifs, no buts...no paperwork. Prowler Proof is a 100% Australian owned and operated family business. We have manufactured high quality security doors and window screens since 1984.

THE PROJECT

- Roadmap for Dynamics 365
- Dynamics Deployment
- Rapid Value Delivery
- Adoption
- Change Management

PROJECT PROCESS

01

CONCEPTS

Design roadmap to prioritise digital needs

02

OPTIONS

Remove any risk inherent in outdated business development and relationship management systems

03

FINALISE

Specific integrated solutions to meet future requirements

04

ASSESS

The platform turned into Prowler Proof's own product, creating ownership for the team users