



3E Company HazMat Mission Control

Overview

Country or Region: United States
Industry: Environmental Health Services

Customer Profile

3E Company, based in Carlsbad, California, is the trusted global provider of chemical, regulatory and compliance information services. 3E's services offer a cost effective program for regulatory compliance management by alleviating the burdensome aspects of compliance.

Business Situation

3E needed to resolve the constant battle of providing timely information between Sales, Finance and the Executive Staff regarding sales & product performance in the marketplace.

Solution

Rose Business Solutions tightly integrated Microsoft Business Portal and SharePoint Services as well as SalesLogix CRM module, Great Plains finance solution, and AIMS software into 3E Company's operations to create a 360 degree view of the customer experience for both the Sales & Executive teams.

Benefits

- Enables 3E to more effectively manage the customer experience.
- Empowers the Sales Representative to view all aspects of the customer experience.
- Provides the Executive Staff easy access to critical information regarding 3E customers.

Utilizing Microsoft's SharePoint Business Portal, California Environmental Health Services Firm Proactively Manages Customer Experience

"Rose Business Solutions has been and continues to be an invaluable resource for 3E Company. The team from Rose has consistently provided exemplary technical support and practical solutions that have either met or exceeded expectations; the Microsoft SharePoint Business Portal implementation led by Rose is no exception."

- Karlton Prillerman, IT Manager, 3E Company

About 3E Company

3E Company provides over 7,000 customers worldwide with environmental, health and safety (EH&S) information services for managing chemical and hazardous materials and maintaining their regulatory compliance.

Its 3E HazMat Mission Control Center in Carlsbad is a 24x7x365 call center where 3E experts have access to the company's world-class proprietary database of global regulatory and compliance information for hazardous substances. 3E Company also has operations in Bethesda, Md.; Kingsport, Tenn.; and Copenhagen, Denmark.

Situation

3E Company had grown from a two-person consulting firm at its founding in 1988 to a company of 300 people in multiple locations by 2005.

Like many growing firms, 3E Company was looking for ways to:

- increase customer satisfaction,
- improve operational visibility for management,
- reduce costs, and;
- create an effective technology framework within which the company could grow.

Solution

3E Company contracted with Rose Business Solutions to identify business software solutions for enhancing its customer relations, data visibility, data accessibility, and ultimately helping 3E get more value from their customer relationships while improving efficiencies.

Rose Business Solutions identified a Microsoft integrated solution to achieve 3E's goals:

- It would enhance the customer experience by providing users with a single Web-based team environment and built-in search capabilities.
- It would provide visibility into customers' past and present usage trends to empower the sales force to capture future opportunities or head off challenges.

Business Portal was implemented to tie the organization together, bringing Back Office information and key financial reports to employees who need it, enabling them to more effectively and efficiently do their jobs.





“The implementation of SharePoint Portal Server has become a significant asset in 3E Company’s day-to- day operations. With offices on both coasts and in Europe, having a robust collaboration tool like SharePoint bridges the distance between locations.

A major benefit is empowerment. SharePoint helps IT empower the user to create and control the content of their site, thereby improving the distribution, presentation and sharing of information throughout the organization. The result is an improvement in the efficiency of the user’s organization as well as a sense of ownership in the technology among users.”

- Karlton Prillerman
IT Manager
3E Company

3E’s portal infrastructure was configured with the following 3 aspects in mind:

1. **Communication** - Utilize employees’ knowledge assets with an online library of best-practice materials and ensure effective information flow and two-way sharing of data.
2. **Collaboration** - Leverage the expertise of the entire company with powerful collaboration tools.
3. **Instigation** - Help them make more informed management decisions with real-time data from across the company.

Rose Business Solutions utilized a Microsoft Dynamics-compatible CRM solution from SalesLogix and an integrated solution from AIMS in order to enhance 3E Company’s customer database and communications with customers.

This integrated solution enabled 3E Company to do more with less in the area of office administration and reduced the amount of manual reporting.

Rose Business Solutions also migrated 3E Company to Windows SharePoint version 2.0 in order to support the use of Microsoft Dynamics Business Portal version 2.5 and FRx WebPort.

Document Libraries were created for each department across the organization and information is now easily accessible from those web-based locations.

With custom web parts created by Rose, 3E is now able to view SalesLogix data from within Business Portal. Having custom entities created with the Microsoft Business Framework allows data to be converged into the portal application from multiple databases across the organization.

Migration from SharePoint v1 to v2 took about 4 hours and consisted of over 45,000 documents migrated with no interruption to 3E’s critical EH&S information services. By moving to version 2.0 of SharePoint, 3E was able to gain access to a full set of plug-and-play enterprise application servers, smart client applications, such as Microsoft Office 2003, and industry-leading development tools such as Visual Studio.Net.

CONCLUSION

Within months after the implementation, 3E Company noticed rich out-of-the-box functionality, assuring IT professionals of a quick, cost-effective deployment. They also noticed that security, management, and integration were easily scalable to many additional applications.

