

# Raven Industries

## On-demand fax delivery for Salesforce

Case Study



A NASDAQ-traded company recently named to Fortune's Small Business 100 list, Raven Industries provides manufacturing services to several diverse markets. Raven Industries comprises four divisions: Electronic Systems, a total solution provider of contract manufacturing services for the computing and electronics industries; Flow Controls, which provides precision equipment to the agriculture market; Engineered Films, a leader in specialty polyethylene films for over 30 years; and Aerostar, a leading provider of inflatables for scientific research, military, marketing and general leisure purposes.

### CHALLENGE:

Jesse Yost, one of Raven Industries' network technicians, recalls what seemed like an insurmountable challenge for his team. "We thought we were going to have to custom-design a solution. It would have been a huge ordeal."

Raven's IT team faced this possibility when responding to a December 2004 call from company leadership for investment in a corporate-wide CRM solution. For the previous 12 years, Raven had relied upon a combination of three software tools to assist its sales teams in managing information about customers and prospects, and in communicating with them via fax.

Seeking to streamline operations and reduce the IT resources required to support sales processes, the company decided to implement Salesforce, a leading CRM solution delivered on-demand, via a web browser. While Salesforce enabled Raven to better formalize sales processes and improved the way it used technology to manage customer information, end-users found Raven's incumbent fax solution to be a bottleneck to the sales process. It was extremely cumbersome, requiring multiple steps and a separate email program to execute. Further, the incumbent fax solution entirely lacked broadcast faxing capabilities, something the IT team viewed as prohibitively difficult to achieve in-house through designing a custom application.

The challenge that remained was to leverage the full benefit of the Salesforce solution by finding a quicker, more efficient method to fax documents such as specification sheets, quotations and order confirmations to customers and prospects from the company's Salesforce database.

### SOLUTION:

Marlyn Waltner, National Sales Manager for Raven Industries, adds, "We spoke directly with Salesforce.com to get a recommendation on an offering that would solve our problem. They pointed us toward Esker, we started a conversation, and after taking one look at the product, we knew that Esker on Demand was a must-have."

Raven's IT team initially deployed Esker on Demand for Salesforce across its Engineered Films division's sales team of 28 people who, as a team, routinely sent out over 800 faxes a month.

"Esker on Demand for Salesforce was awfully easy to roll out," Yost commented. "We found it to be a seamless implementation—the support was excellent and we had no issues at all. Esker even guided us through two training sessions which were very easy even for our people who are not at all tech-savvy."

(more)

"As far as document delivery is concerned, Esker on Demand is the best option available for Salesforce.com."

— Jesse Yost  
Network Technician,  
Raven Industries





“It would have been at least an 80–100 hour project to custom-design a solution that could do everything that Esker already could.”

–Jesse Yost

Network Technician, Raven Industries

## BENEFITS/FUTURE PLANS:

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“We are planning to roll out Esker on Demand across all divisions using Salesforce,” noted Yost. “Now that we’ve seen just how well it leverages the existing investment in Salesforce and how significantly it improves the efficiency of our sales processes, we’re eager to roll out the benefit across the entire corporation.”

“Time was of the essence and Esker’s ability to deploy quickly meant time was on their side.”

– Jesse Yost  
Network Technician,  
Raven Industries

Immediate benefits for Raven Industries included:

- Tightest possible integration with Salesforce
- True broadcast fax capabilities
- Elimination of all manual tasks associated with faxing
- Quicker order turnaround time
- Receipt of confirmations for failed fax deliveries
- Flexibility and scalability



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