

1 Month Sales Cycle For \$420k EDI Managed Services Deal at Westwood Shipping

Westwood Shipping Lines is a wholly owned subsidiary of the Weyerhaeuser Company. They specialize in shipping across the Pacific and throughout North America with a personal approach for cargo handling in transpacific shipping. Westwood provides a high level of service to its customers by providing provisions for oversized cargo and breakbulk forest products on the same ship, in a safe and efficient manner. They have emerged as the premier carrier in this specialized "niche" market.

Weyerhaeuser Company began more than 100 years ago with 900,000 acres of timberland, three employees and a small office in Tacoma, Washington. Today Weyerhaeuser owns or manages 22 million acres of timberland with offices or operations in 10 countries.

The Business Challenge

Westwood Shipping is reliant on B2B communications with high service levels to manage their business logistics for cargo and ships. This is especially true for ships trapped in port, as customs in the originating country will not release ships or load cargo unless they have received proper EDI Customs transmissions. A loaded ship sitting in port costs the company thousands of dollars per hour. Westwood has experienced ship delays first hand with their existing managed services provider.

An additional business challenge for Westwood Shipping is the ability to run their B2B communications independently from Weyerhaeuser. They are extremely happy with the support they receive from Weyerhaeuser corporate IT, but require future business flexibility. This shift away from reliance on corporate IT will open new business opportunities for Westwood, but also adds a new challenge to this opportunity.

Westwood Shipping needs to make the transition to a new managed service provider in an extremely short time frame, based on a specific business opportunity. This impending event moved the deal very quickly. The time frame from the initial customer meeting until the countersigned contracts were delivered back to the customer was less than 30 days. The time frame from commitment meeting to countersigned contracts was less than 36 hours. This included; finance approval, contract negotiations, legal changes, updated SOW (multiple times), final negotiations, contract approvals, countersignature, and numerous unforeseen challenges. To meet this customer's timeline involved heroics from both IBM and the customer, and it showed IBM Sterling can be more nimble than our competitors.

The Solution - IBM/Sterling Commerce EDI Managed Services

Based on the relationship of the Client Executive at Weyerhaeuser, IBM/Sterling was presented with an opportunity to evaluate requirements and tailor a solution to meet Westwood Shipping's needs. Due to a lack of resources to manage an in-house solution, a cloud based managed solution was proposed. The customer commented "you listened to what we said, and structured a deal to meet our requirements". The closing was a team approach with Jon Jacobson (Client Executive), Don Labs (World Wide Sterling Cloud Services Sales Leader), and James Taylor (Sterling Solution Specialist). With the assistance of Don Labs, the team was able to answer the customer business questions and concerns on the spot, and drive the deal to closure. The team beat two of the major competitors in this space and showed the customer that we could respond quickly and valued their business.

The quick close to this opportunity required heroic acts from multiple team members. The contracts department, solutions architects, and legal staff on the East Coast worked diligently into the evening, and

the final countersigned contracts were delivered to the customer at 9:30 PM East Coast time on a Friday. This opportunity would not have closed without the efforts from the entire team.

Congratulations team!

Deal: \$420k

Winning Team Members- and many more behind the scenes.

James Taylor - Solution Specialist
Mario Zambrano - Senior Solutions Engineer
Jon Jacobson - Client Representative
Gene Harrell - Managing Consultant,
Solutions Architect
Don Labs - Worldwide B2B Services Sales
Leader
Theresa Book - Sales Operations Specialist
Dietra Howell - Senior Contracts, and
Negotiations Specialist
Craig Fisher - Director Industry Solutions
John Bryant - Business Unit Executive
Kim Waggoner - Software Sales Deal Maker
Craig Fisher - Software Sales Director

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