

Progress® Business Empowerment Success Story

What IWS is Saying About Business Empowerment

“Business Empowerment has changed our relationship with Progress from a simple partnership into a strategic alliance. It’s a win-win for both of us.”

Carl Brewer, President, IWS

Partner Profile: Integrated Warehousing Solutions, LLC

Integrated Warehousing Solutions (IWS), LLC was formed to provide the most reliable and cost effective warehouse management, distribution, and fulfillment system in the market. With a market growth fueled by satisfied customers, Integrated Warehousing Solutions has established international relationships with strategic partners and business alliances to continually assist its customer base in achieving their strategic objectives with advanced technology. In 1984, IWS began by designing and developing inventory control, order processing, production control, and distribution solutions for customers ranging from small, privately-owned companies to enterprise Fortune 100 companies. The IRMS solution’s excellence was recently recognized by *Supply Chain Systems Magazine*, which awarded IWS a Supply Chain Innovator Award over 28 other competitors.

Despite the excellence of their technology, IWS had not made a significant investment in strategic marketing programs and was unaware of the many marketing opportunities available through Progress Business Empowerment. When the company’s Board of Director’s began to suggest that IWS would be better served by building the next generation of the product on Oracle, rather than Progress, Carl Brewer turned to Progress for support. The integrated, jointly-funded marketing initiatives that grew out of that request have made a dramatic impact on IWS’s business and convinced the board that Progress was the partner of choice for the foreseeable future.

In one of **Progress Business Empowerment’s Demand Generation** programs, IWS partnered with Progress to test the interest level from 676 wholesale distribution prospects culled from a list of 5000 prospects IWS had generated on its own. KMAOne, a third party consulting firm, conducted the program that combined direct mail, email, and follow up telemarketing to qualify the leads. “We were exceptionally pleased with the impressive results of the campaign and we’ve identified several high-value projects we expect to close in a short time. The lead generation was superb,” said Brewer.

IWS experienced even better results when targeting Progress end user companies by participating in the Who Makes Progress™ program. A full-page ad, featuring IRMS customer Dart Warehouse, ran in *USA Today* and raised awareness in the Progress community dramatically. A case study direct mailer, also featuring Dart Warehouse, performed equally well. IWS has confidently forecast several million dollars of business in their pipeline as a direct result of these joint marketing campaigns.

In the Words of IWS

“The Progress Business Empowerment Program has given us the ability to tell our story, have it substantiated by a third party, and reach prospects with a high level of interest in our technology. It’s produced tangible results, much more quickly, and with a higher degree of sophistication, than what we could have achieved on our own.”

“IWS has seen the strategic and tangible business value of Progress Business Empowerment. Our relationship has matured beyond partnership into a strong alliance that delivers mutual benefits. We are pursuing other joint initiatives in every marketing discipline because we have had outstanding results.”

Carl Brewer, President