Case Study BASF

Synchronizing up to 1000 iPads with one click at BASF

Showpad. Sales made easy.
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About BASF and BASF Crop Protection in Canada

BASF - The Chemical Company, is the world’s leading chemical company with global sales of more than €78.7 billion in 2012 and a workforce of approximately 113,000 people.

BASF Agricultural Solutions is a leader in crop protection and a strong partner to agriculture worldwide, providing innovative chemistry in products for the control of weeds, fungal diseases and insects. In Canada, BASF employs people across the country including their division devoted to marketing crop protection products serving Canadian agriculture.

Further information can be found at www.agro.basf.com

Requirements

BASF Canada required a more efficient and effective way to empower the sales force and others, in selling their crop protection products.

Four key areas needed to be addressed:

1. Central management of content and distribution to the sales force
   The BASF sales force uses content sourced in a variety of media (pdf’s, videos, spreadsheets, text documents, etc.) along with custom web applications. With the introduction of the iPad, they were looking for a solution that could manage all their content in one location and distribute it efficiently through that mobile device.

2. Regulatory compliance
   The sale of agricultural chemicals is regulated in Canada. When communicating with the marketplace, BASF needed to be certain their representatives were working with accurate and up-to-date information that conformed to all guidelines and regulations. They also needed to quickly distribute any changes in information to ensure all representatives remained compliant.

Results

✔ Increased sales effectiveness
✔ Decreased marketing support costs
✔ Lower printing and material distribution costs
✔ Faster training of sales representatives
✔ More effective sales conversation
when communicating with customers.

3. Tracking and follow-up of content usage
BASF had little insight into how existing content was being used by their representatives. They needed to optimize to make sure future content development was effectively meeting their needs. The solution needed to track content usage and produce timely reports providing direction for developing more useful communications.

4. Create an easy-to-use iPad application
BASF has a large sales force with many representatives who have never used an iPad. The solution needed to be easy-to-use with an intuitive, user-friendly interface. The aim was to make sure users would be open to quickly adopting the new tool.

History
Before the introduction of Showpad, the BASF sales force would most often used printed materials when visiting and communicating with customers.

Communication materials were produced as brochures, technical sheets, sell sheets, etc. and updated on a yearly basis as required.

Aside from being expensive, the logistics of maintaining inventory and quickly distributing up-to-date material as it became available was difficult.

The Solution for BASF
BASF Crop Protection registered for a Showpad Professional Account for their Canadian sales force.

After an initial pilot project with a small number of users, BASF purchased a license sufficient for providing the Showpad app to all relevant marketing, technical development and sales personnel. The project was implemented as follows:

✔ All relevant sales and product content was consolidated then organized on the Showpad online platform.

✔ Separate content profiles were created for the Western and Eastern Canadian sales regions. These profiles also took into consideration the two working languages (English and French) with appropriate
content and design.

✔ Each user was given a specific folder on Showpad where they could have custom content uploaded to the Showpad application.

✔ The digital Agency of Record for BASF created several web applications and added them to Showpad.
  • This allowed BASF to have all web applications in a single, centrally managed environment.
  • Users can only open the custom web applications within Showpad.

✔ BASF uses functionality in Showpad to mark documents as non-shareable or non-annotatable. This ensures that certain proprietary or confidential documents cannot be shared, annotated or otherwise changed in Showpad, providing a high degree of security of information, along with regulatory compliance.

Advantages of Showpad for BASF

✔ The innovative synching technology allows BASF to comply with regulatory requirements while efficiently providing up-to-date content to the sales force.

✔ The possibility to add web applications to a Showpad content profile allows BASF to use Showpad as a controlled Mobile Web Portal.

✔ The simplicity of the Showpad application provides BASF with lower training costs and an easier learning curve, all aiming for a higher and quicker adoption rate.

✔ With Showpad, the sales force, has more effective conversations with customers and prospects.