

WHO

Meyer Distributing has gone from a small company founded in 1937 to make refrigerator bodies for Holland Dairy milk trucks to the nation's second largest distributor of after market truck accessories in the United States.

WHAT

Matrix Integration provide Meyer Distributing with a 3 year Annuity for Live Communications Server.

TEAM

Steve Hauser (Matrix Integration Account Manager), Regina Tolbert and the Midwest Microsoft Team.

PPVVC (Pain, Power, Vision, Value, Control)

Pain: Instant Messaging with their current customers and communications with new ones via website. Meyer Distributing's customers have a diverse group of instant messaging services and they need their customers to be able to communicate with their sales reps quickly and efficiently.

Power: Matrix Integration had been working with Meyer Distributing on multiple previous projects and displayed the type of partnership with Meyer that they were looking for in a reseller.

Vision: Meyer Distributing wanted to have full control of instant communications inside and outside the company. They also wanted to be able to provide outside connectivity Via AOL, MSN and Yahoo.

Value: **Solution customer impact - ROI.** The actual ROI can not be exactly calculated but the customer service level skyrocketed. Sales people are able to take care of large customers better and service them quicker. Therefore increasing the sales volume with them.

Control: Through the vision and strategic planning of James Gatwood, CIO/Director of Information Systems, Meyer Distributing was able to respond to several critical business communication needs while retaining control of the solutions and costs.