

VPM's
DR VN BRIMS, Thane
Programme: MMS (2015-17) (Mktg.)
Fourth Semester Examination April 2017

Subject	B2B Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages		Date	13-04-2017

Note: Q1 is compulsory and solve any FOUR from the remaining SIX questions.

Q1) 20 Marks (Compulsory)

Hunter Industries and IBM

Business challenge :Growing globally

Founded in 1981, Hunter Industries has grown to become one of the world's leading manufacturers of irrigation systems, outdoor lighting and custom moulding. The company's core business interest is in manufacturing products that allow irrigation professionals to create solutions that use as little water and energy as possible to create optimal landscape function and ambiance.

Employing around 2,000 people across sales and manufacturing plants around the world, Hunter Industries offers a diverse line of products. Hunter Industries' international growth has been significant. To continue that growth, the company recognized the need to rethink the way it managed critical budgeting, forecasting, analysis and reporting procedures.

Mick Ferguson, Finance Manager at Hunter Industries, said: "We relied very heavily on spreadsheets to compile financial results and future forecasts. There would be hundreds of different files in circulation at any one time, all going back and forth between employees. Not only was this a very laborious and time-consuming process, it also compromised security. For example, salary spreadsheets would go from finance to managers, from managers to payroll, and from payroll back to finance—potentially putting sensitive information and passwords at risk.

"Unsurprisingly, sending spreadsheets all across the department resulted in a large number of errors—entry errors, formula errors and user errors to name just a few. It also meant that we were spending a lot of time compiling data and not much time actually analyzing that data." To better support strategic decision-making, Hunter Industries wanted to give business users better, faster insight into company performance.

Ushering Change: Out with the old, in with the new

After evaluating several planning, analysis and forecasting solutions, Hunter Industries decided to implement IBM® Cognos® TM1® on Cloud. Cognos TM1 powers the next-generation cloud solution—IBM Planning Analytics. "We chose to deploy a cloud-based application because it meant that we would truly own the application and the data assets within it without having to manage or worry about the underlying infrastructure ourselves," says Mick Ferguson. The company partnered with IBM Business Partner Data41, who built a solution perfectly suited to Hunter Industries' needs.

Mick Ferguson recalls: "Data41 ran a two-week proof of concept to demonstrate how we could replace all kinds of manual processes with the IBM solution. We've developed a close relationship with the Data41 team since. If we ever have any questions or if an issue pops up, they're there for us—no matter what or when, so we really appreciate their commitment."

By consolidating its finance-related data sources to IBM Cognos TM1, Hunter Industries gained a single point of control for all its financial planning processes. "Instead of having different spreadsheets flying around the company, there is now a single source of truth," says Mick Ferguson. "Business units enter their financial results directly in Cognos TM1, so we no longer have to worry about data integration errors."

He adds: "In the past, financial reporting used to be buried in a complex BI system that only a few people knew how to operate, which further slowed down analysis. We now use the Cognos Analysis for Excel (CAFE) tool to do all our financial reporting—at the click of a button, all of our financials are automatically updated and consolidated, so we can see how each business unit is performing. Consolidating this information would have taken three or four days in the past, but with Cognos TM1 we can do it in just five minutes."

Hunter Industries also uses the IBM solution to project future financial performance, as Mick Ferguson explains: “We run a rolling forecast every quarter, giving us deep insight into future performance. It’s this kind of insight that supports critical business decisions, such as resource allocation and workforce planning.”

Supporting strategic decision-making

With IBM Cognos TM1 on Cloud, Hunter Industries has transformed its financial planning processes, freeing staff from tedious manual work and giving business a real boost.

“One of the key benefits of Cognos TM1 is that we no longer have to spend time laboriously compiling data,” remarks Mick Ferguson. “Every quarter, we would spend two whole weeks compiling and checking data for forecasts. Because we now capture and consolidate everything directly in Cognos TM1, we save around 32 hours per month in forecast preparation time and there is no risk of manual error. That time can now be spent actually analyzing the data—enabling us to deliver actionable insight to business users to support decision-making, adding real value to the company. Furthermore, because everything is handled inside Cognos TM1, we can be sure that sensitive data is kept secure.

“By providing business units with accurate, reliable financial reports, we’re giving managers and leaderships a much better understanding of the business. They’ve been so impressed that we now do all of our manufacturing planning in Cognos TM1 too. For example, the CAFE reports show business users how many units we need to build in each business unit every quarter to sustain growth and increase profits.”

He concludes: “We’re delighted with IBM Cognos TM1 on Cloud; it’s become the one-stop shop for all of our finance and accounting needs. We’re very excited to build on our success with Cognos TM1 in the cloud with the next-generation cloud solution—IBM Planning Analytics—which will enable us to create new presentations and provide new analyses for our end-users. IBM Planning Analytics has some fantastic features that will add value to our business.”

Questions: Answer any two out of three questions

1. Explain the buying process and describe the role of important influencers that made the Hunter Industries opt for a such a solution.
2. Describe the key features of the strategy that made IBM a very strong contender for the order from Hunter Industries
- 3.” IBM is a global leader in solution selling”.Describe the key features of the solution development and its pricing and distribution in the global market.

Attempt Any FOUR from the Remaining SIX Questions

Q2) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

What is the difference between B2B Customer and a B2C Customer as concerning their buying behavior in the following cases:

- a) Buying clothes
- b) Buying a power tool
- c) Buying a Wi-Fi system

Q3) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Explain the importance of Business Segmentation and list out some features of Macro and Micro segmentation in the case of the following:

- a) Conference Room equipment for Commercial Offices
- b) Plastic wrapping sheets for Equipment Manufacturer
- c) Material movement Systems for Warehousing

Q4) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Describe the Customer Bridge to Profit Model to develop a suitable strategy concerning Customer Interface and Core Strategy in the following cases:

- a). Group Insurance for Employees
- b). Material Storage Racks and Bins for the Retail Industry
- c). Supply of Kitchen equipment to the Govt

Q5) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

What are the different types of E-commerce followed by companies in the B2B market.

Describe how you would use e-commerce for

- a) Tender participation in a PSU for capital items
- b) Collaboration with a company for material handling equipment
- c) Participating in reverse auctions

Q6) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Discuss the important issues in implementing an E-commerce marketing in the following cases

- a) Providing staff recruitment services
- b) Securing equipment maintenance contracts from a manufacturing
- c) Setting up a Distribution network for selling Fire Protection equipment and systems

Q7) Any two from (a) or (b) or (c) ————— (5x2) = 10 Marks

Write Short Notes on:

- a) Customer's perception of Value in the case of Institutions
- b) Using the Internet for distribution
- c) Turf and World view in developing strategies.
