

CASE STUDY:

General Kinematics

General Kinematics Corporation, incorporated in 1960, was established to market, design, and custom fabricate innovative vibratory materials handling and processing equipment. Today the company is one of the world's largest suppliers of vibratory processing equipment, holding more than 200 worldwide patents (more than four times that of its nearest competitor), and is acknowledged as a major contributor to the technical advancement of vibrating equipment design and application. General Kinematics serves a worldwide customer base through a network of engineering-oriented independent sales representatives who cover major industrial markets throughout the United States. International markets are serviced from subsidiary operations and through a combination of representatives, licensed manufacturers, and strategic alliances with leading industry specific organizations in other strategic locations. Today, over 50,000 General Kinematics units have been installed in virtually all of the world's industrialized countries. General Kinematics has greater than 75 percent market share in markets that average more than 15 percent CAGR.

CHALLENGE

The tremendous success General Kinematics experienced in recent years caused the company to begin looking at process standardization as a key tool for effectively scaling the organization's growth, while maintaining quality. Sales processes quickly rose to the top of the priority list, as, due to the nature of General Kinematics' business, virtually every sales order requires product customization, necessitating close contact and process integration between sales representatives, sales engineers and the production floor.

APPROACH

Process standardization and enforcement would allow for complete sales orders and improved access to business-critical information, while ensuring the timeliness and accuracy of contracts and product delivery. A demonstration of Appian convinced the management team at General Kinematics that they had found their solution. The team decided to use the BPM platform for a redesign of a host of cross-functional processes, beginning with Sales Quoting and following through to other areas such as Commissions, Electronic Manual Distribution, Executive Task Lists, and Document Management. General Kinematics recognized that this

initiative would require redrafting of a number of business rules and policies, and the need to establish the means for routine enforcement of those policies. Understanding the challenge of this effort, General Kinematics decided to implement the changes in a systematic manner beginning with the Sales Quoting process.

SOLUTION

In Appian, General Kinematics saw an opportunity for new-found abilities in modeling detailed processes in a simplistic user interface, and modifying those processes at the business-user level without the need to write new code. Another strong value-add was the ability to quickly proto-type new applications and process improvement ideas for process stakeholders. Using Appian's integrated Rules engine, the company found an easy way to establish and enforce procedure policies to ensure consistency in process execution.

General Kinematics established cross-functional teams, led by the CFO Mike Burdi, to identify, scope, and define the interdepartmental dependencies in the sales management and order process. Appian allows for the automatic consumption of quoting spreadsheets and documents, thus



eliminating the need for manual entry and the potential for human errors. The Appian system gives General Kinematics a central repository to track vital documents, technical drawings and customer responses. Backing up the Appian processes with an external data store, and maintaining these records throughout the lifecycle of the processes, allows data mining for metrics. Appian's unparalleled analytical capabilities are also useful to General Kinematics' efforts, providing real-time and continuous visibility and reporting throughout the entire process.

RESULTS

Using Appian, General Kinematics has benefited from reductions in sales cycle, order development, and order processing times thanks to enhanced process consistency and enforced policies. The improved order processing flow has reduced order error rates. As a task is completed, the system automatically informs users of the next step in the process, and who owns it. This workflow automation has greatly improved communication between the various departments involved in the quoting process (Sales, Sales Engineering, Accounting, and Production). Adoption of the BPM system by General Kinematics' development team was rapid, thanks to Appian's intuitive web-based interface and the fast delivery of new functionality.

In addition General Kinematics' CFO and Executive Management team have visibility into order management workflow. This combination of workflow automation and visibility has delivered greater operational control over one of General Kinematics' most strategically-important processes.

Appian provides us a single point of enterprise visibility, control, and optimization over key cross-functional processes that directly impact our customers.

- Ray Lunaburg, Director of Process Analyses and Improvement,
General Kinematics

Appian

As the market leader in modern Business Process Management (BPM) software, Appian delivers an enterprise application platform that unites users with all their data, processes, and collaborations — in one environment, on any mobile device, through

a simple social interface. On-premise and in the cloud, Appian is the fastest way to deliver innovative business applications.

For more information, visit www.appian.com