



University of Wisconsin-Madison
Consortium for Global Electronic Commerce
"Helping Industry Gain Competitive Advantage Through E-Commerce and E-Business"
www.cgec.org

Project Report:

**Assessment of Global Quoting
System and B2B Dealer Portal
Strategy for Clopay Building
Products Company**

Project Sponsor:

**Clopay Building Products and
von Briesen & Roper
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Executive Summary

Clopay Building Products Company, America’s largest residential garage door manufacturer, had rolled out GQS (Global Quoting System) to its dealers to help them manage daily operations. The goal was to help the dealers do their business in a better manner as well as to reduce the error in the quoting and ordering process. However, GQS encountered a low adoption rate among the dealers.

The motivation behind the project was to find the reason for low adoption rate of GQS and to determine Clopay’s strategy in this regard. Clopay also wants to develop a B2B dealer portal that builds on the capabilities of clopaydealer.net, the current website for their dealers.

The objectives of the project were to assess adoption of GQS and clopaydealer.net, and to provide recommendations for the future strategy regarding GQS and an appropriate B2B dealer portal.

The team applied several methodologies in this study. A survey was used to find out dealers’ perception of GQS, clopaydealer.net and the use of a potential electronic ordering system. The survey provided an overall picture of the dealers’ needs and helped the team to evaluate GQS, clopaydealer.net and the potential electronic ordering system. Based on the survey results, the team selected twelve dealers for telephone interviews in order to gain a deeper understanding of the survey results. Benchmarking analysis was carried out through discussion with other companies to understand the general and specific characteristics of dealership management and related B2B models. Within Clopay, a tagging exercise was conducted to map the ordering process and to identify the benefits of shifting to the electronic ordering system.

Based on the analysis, the team put forth a set of options to Clopay to justify its strategy towards GQS and its B2B dealer portal. The options included the pros and cons of promoting GQS compared with implementing the dealer portal. The team evaluated the options and provided a final recommendation to Clopay.

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TABLE OF CONTENTS

Executive Summary	i
ACKNOWLEDGEMENTS	ii
LIST OF FIGURES	iv
1. INTRODUCTION	1
1.1 Company Background	1
2. PROJECT BACKGROUND AND MOTIVATION	1
2.1 GQS and Clopaydealer.net	1
2.2 Project Goals and Objectives	2
3. PROJECT METHODOLOGY AND ACTIVITIES	3
3.1 Survey Instrument.....	3
3.2 Phone Interviews.....	3
3.3 Benchmarking.....	3
3.4 Tagging.....	4
4. SURVEY ANALYSIS	5
4.1 Survey Overview.....	5
4.2 Analysis Regarding GQS.....	5
4.2.1 Why Dealers Are not Using GQS.....	5
4.2.2 What GQS Users Think about GQS	7
4.3 Analysis Regarding Online System.....	9
4.3.1 What Dealers Think about Clopaydealer.net	9
4.3.2 What Dealers Feel about Online Ordering System.....	10
5. BENCHMARKING ANALYSIS	12
5.1 Benchmarking Overview	12
5.2 Benchmark Company # 1.....	12
5.2.1 Overview of Existing Dealer Portal.....	12
5.2.2 Ordering Process.....	12
5.2.3 Strategy to Encourage Adoption.....	12
5.2.4 Dealer Development	13
5.2.5 Outcomes	13
5.3 Benchmark Company # 2.....	13
5.3.1 Overview of Existing Dealer Portal.....	13
5.3.2 Need for the Portal.....	13
5.3.3 Portal Functionalities	14
5.3.4 Development and Adoption of Portal.....	14
5.3.5 Outcomes	14
6. TAGGING ANALYSIS	15
7. RECOMMENDATIONS	15
7.1 Strategy # 1: Continue Promoting GQS.....	15

7.2 Strategy # 2: Implement a Dealer Portal.....16
7.2.1 Strategy 2a: Shift to Dealer Portal Completely17
7.2.2 Strategy 2b: Maintain but not Promote GQS.....17
7.3 The Team’s Recommendation.....18

LIST OF FIGURES

Figure 1: Ordering Process Flowchart Page 5
Figure 2: Ordering Process Flowchart Page 16