

CASE STUDY: Rosemount



FAST FACTS

Emerson Process Management, a business platform within Emerson Electric Company, offers a broad portfolio of products and services across a wide range of industries by combining industry knowledge, manufacturing expertise, and technological innovation. Rosemount Inc. is a business unit within the Emerson Process Management platform that offers a complete line of pressure, temperature, flow, level, and safety measurement instrumentation to process industries such as refining, chemical, and oil and gas. www.rosemount.com.

ROSEMOUNT

Background Challenge

Rosemount's products/devices are specified more often than any other brand of process instrumentation. Their measurement solutions help clients tackle tough challenges and produce better business results. With the value proposition of Rosemount Temperature Products based on device performance, the Rosemount sales team wanted to find a way to simplify the demonstrations of some of their Rosemount temperature products that have diagnostics built in. The sales force wanted to show clients in real time how the diagnostics functioned, and their existing sales demonstration cases were not designed for this. The existing case design prevented demonstrations of any of the diagnostic functionality of Rosemount's products, lacked room or convenience for product literature and lacked branding. Additionally, the cases weren't sturdy enough to protect the contents while being roughly handled on planes or in vehicle trunks. The bottom line – the sales force wanted a sales demonstration case that was the same caliber of the products contained inside.

CUSTOMIZED SALES CASES DEMONSTRATE ROSEMOUNT TEMPERATURE PRODUCT DIAGNOSTICS IN REAL TIME HIGHLIGHTING VALUE TO THE CUSTOMER

The Solution

Management of the Rosemount Temperature Products contacted Packnet after researching other vendors and was immediately struck by Packnet's short response time in producing a prototype. After consulting with their sales team, Rosemount provided feedback to Packnet on their customization needs. The final result is an innovative, rugged, but lightweight case that can be easily powered and is equipped with a toggle power switch, making it easy to demonstrate the diagnostics available in Rosemount Temperature Products. The cases also feature impressive visuals with customized screen printing and solid branding. Rosemount sales representatives are now able to safely transport the cases and smoothly demonstrate product diagnostics to potential clients using a professional display for products.

Benefits

The new cases will allow Rosemount to get a significant mindshare of their sales team to promote technical expertise on Rosemount Temperature Products, specifically the diagnostics. Rosemount management feels they will definitely see an increase in Rosemount Temperature Products sales. "Packnet really worked with us to make sure the final product was exactly what we needed," said Michelle Weimert, Marketing Manager of Rosemount Temperature Products. "They handled customization fast, met our deadlines, and were so easy to work with. Their experience was obvious, and they really made it a success for us."

"We made last minute changes and Packnet helped us with them. We changed the deadlines and Packnet met them without hesitation. Packnet did all of this with minimal guidance from Rosemount."

– Michelle Weimert, Marketing Manager of Rosemount Temperature Products