

**Client**  
**FFF Enterprises**

**URL**  
fffenterprises.com

**Description**  
FFF Enterprises is the nation's leading supplier of critical-care biopharmaceuticals, plasma products, and vaccines. They service over 80 percent of U.S. hospitals and have over 32,000 customers helping to drive innovation, and generate over \$1 billion in revenue.

**Services**  
eCommerce  
Consulting  
Documentation

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“By soliciting input from each stakeholder group, everyone bought into the process and recommendations.”  
— Bob Coates, VP, Technology, FFF Enterprises



## New Revenue Roadmap

### Unfolding New Paths to Revenue

Pierce Washington provided FFF Enterprises with an eBusiness Roadmap to guide their web sales and support strategy, giving them a framework to increase revenue and reduce costs, while also supporting new opportunities for untapped B2C revenue.

#### Challenge

Over the past twenty years, FFF Enterprises has grown by providing superior customer service. Their overall customer strategy includes a field sales force that manages their largest customer relationships, an inside sales team, and a team of customer service representatives to take orders, check order status, and provide other manual customer support.

As a company, they were faced with the following business challenges:

- **Increase revenue:** By increasing the number of customer orders placed on-line, they could shift existing CSRs to revenue-generating positions to increase revenue without increasing head-count.
- **New channel opportunities:** Historically, FFF Enterprises was a B2B organization. However, they recognized a new B2C channel that could dramatically increase their revenue. The existing technology platform would not scale to take advantage of that opportunity.
- **Inefficient manual processes:** Nearly all orders were taken via telephone and fax. There was a tremendous opportunity to shift the order mix without compromising customer satisfaction.

#### Solution / Result

Pierce Washington conducted a two-week, fixed price eBusiness Roadmap. The process included:

- Interviewing subject matter experts to understand their current state, and business leaders (CFO, COO, VPs Marketing) to understand future state business goals.
- Documenting the “as-is” state and “to-be” state to identify a set of recommendations and considerations based on the desired path forward.
- Creating an eBusiness roadmap to provide a strategic plan for how they could leverage the web to achieve their business goals.

## FFF Enterprises continued

The eBusiness Roadmap provided the following benefits for our client:

**Alignment:** Key business and IT stakeholders are aligned in terms of their eBusiness goals and how and where to utilize technology to enable those goals.

**Objective Point of View:** FFF Enterprises liked the structured process that we took them through. By soliciting input from each stakeholder group, everyone bought into the process and recommendations.

**Decision Framework:** There are a number of decisions coming out of this Roadmap engagement. The process provides a more objective framework to make better business decisions for the optimal path forward.

**Documentation:** FFF Enterprises now has a set of artifacts that can be referenced to understand their current eBusiness process, desired future state, and considerations to get there.

As a result, FFF Enterprises has a roadmap to achieve their business goals:

- Increase revenue in their largest channel while decreasing cost of selling.
- Increase company revenue by capitalizing on new B2C revenue opportunities.
- Reduce cost by rationalizing three separate eCommerce sites and technologies to minimize on-going development and support costs.