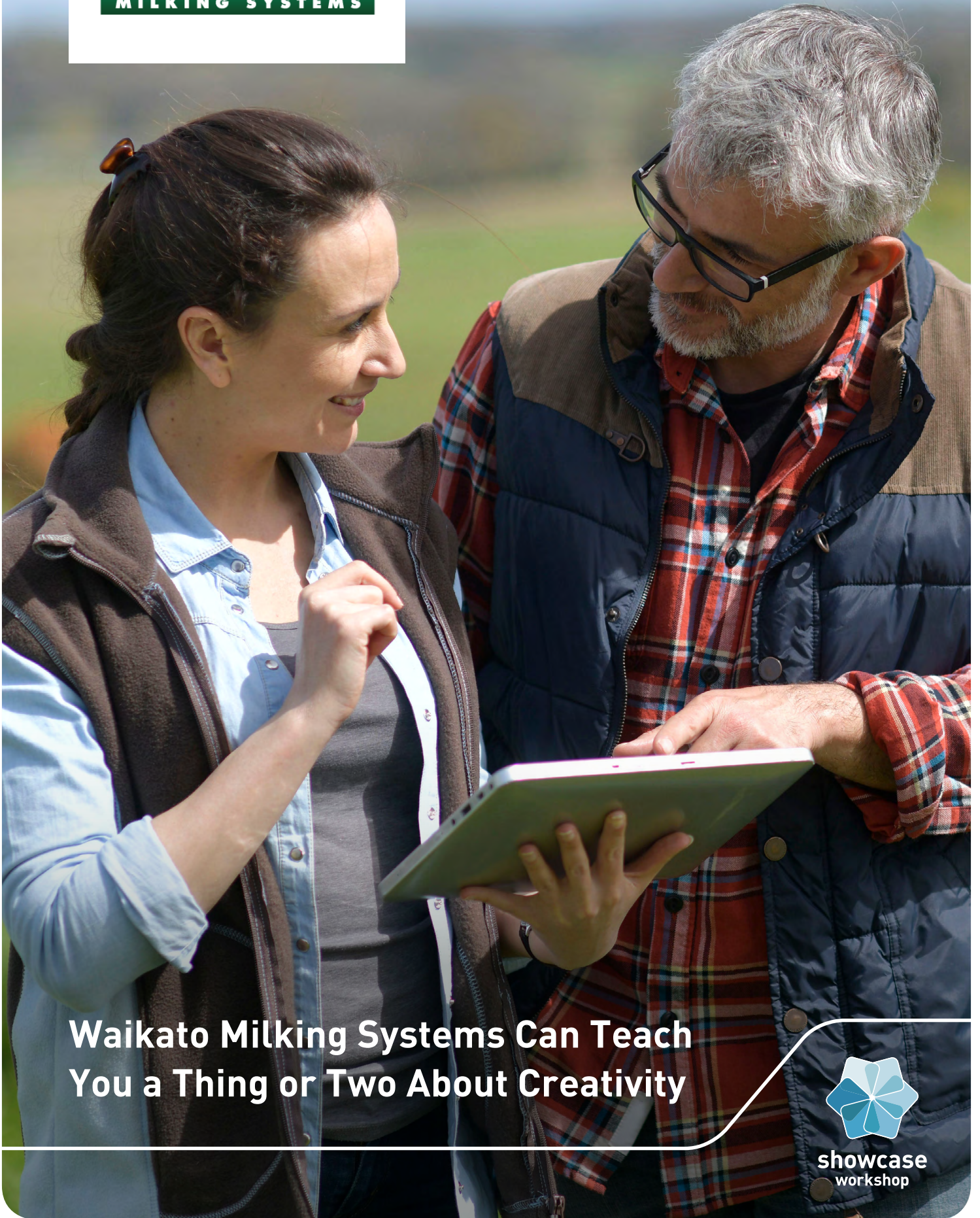


WAIKATO[®]
MILKING SYSTEMS



**Waikato Milking Systems Can Teach
You a Thing or Two About Creativity**



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“Creativity” might not be the first thing that comes to mind when you think of a dairy technology company — but for New Zealand-based Waikato Milking Systems, it’s the perfect description.

Their range of innovative rotary platforms and related dairy equipment are some of the most game-changing farm technologies in the world. They make life easier for farmers with small family farms all the way up to massive, 24/7 dairy operations. Their lightweight platforms adapt to whatever farming model their customers use — from pasture-based to housed herd, from mom-and-pop operation to corporate dairy farms, from cows to goats and sheep.

Waikato Milking Systems’ creativity doesn’t stop there, however.

In one year, this global designer and manufacturer of dairy technology not only adopted Showcase Workshop to dramatically boost sales effectiveness, they also found many more imaginative uses for the software to solve a wide range of business challenges.

But even the most creative companies still sometimes find themselves struggling to buck tradition.

When at First You Don’t Succeed, Try, Try Again

Jane Burton, marketing manager for Waikato Milking Systems, first came across Showcase in 2014. She wanted to present Waikato Milking Systems technology at an upcoming conference but didn’t want a PowerPoint presentation. Showcase seemed like the perfect creative solution.

Her sales team, however, wasn’t very receptive when she presented the idea to them.

Jane had been around the company long enough, she knew that the problem wasn’t that they disliked her idea per se — but rather that the team wasn’t quite ready to go all-in on digital. They were used to using manual, paper-based processes for everything ... and old habits are hard to break. They also had a hard time justifying the cost when making sales with paper assets worked perfectly fine for them.



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“We were still adopting technology back then. Farmers themselves are reasonably traditional,” Jane explained. “They like to be seen face-to-face — they don’t want to do their sales via email, they want to have a rep drive up to their farm gate and see them face-to-face. So a lot of our reps were still in that mindset. They couldn’t see how working on an iPad would help them present our products. They had their printed catalog, and they always took that with them.”

Jane didn’t give up, however. In early 2017, she pulled her old Showcase app back out, gave it a face lift, added more content and presented it again to the team. This time, they were much more receptive. They could see the value and benefit of having content at their fingertips.

Other departments began asking Jane if they could use Showcase for other things besides a sales app. Knowing the flexibility of the platform, Jane assured them their ideas were doable.

The cost of Showcase wasn’t an issue the second time around, either.

“The concern the first time was the cost per month. I don’t think we were quite there business-wise in terms of our digital path. But the second time around, there was no concern. It was something that we had to do, a cost we had to accept. It was something that we needed to do to be able to move forward digitally and easily.”



Rolling out Showcase for Company-wide Wins

When Waikato Milking Systems adopted Showcase in 2017, they initially used it to create two different sales apps, each with a different product set.

The sales team could access both apps, and they simply chose whichever one suited the requirements of the customer they were meeting with.

It changed the thinking habits of their sales team more than Jane expected. “They’re thinking mobile, now, whereas before it was laptop and hard copy.”

Quickly, though, they realized there was so much more they could do with Showcase.

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Jane and her team worked with the Manufacturing team to create what they call their Manufacturing Resource App (MRA), and built a version of the app for each manufacturing division at the company headquarters in Hamilton, New Zealand. Within each app are detailed, step-by-step instructions — complete with pictures, bill of materials, list of parts and components, and tool requirements — for how to manufacture Waikato Milking Systems products.



“So anybody [in the company] could go to that division’s MRA and search for their particular product, and they could manufacture it to our quality specifications,” Jane shared. “They can see step-by-step how to make this product. So it’s the quality, it’s the control; everything is consistent. One of the cool features we like about Showcase is the ability to hyperlink to certain parts of a PDF. That works brilliantly. It makes it so much easier to navigate around within a PDF, within the app, finding the right content.”

An added benefit that the company discovered after rolling out the MRA apps was *knowledge retention*. A long-time employee was getting ready to leave the company, and Jane realized that nobody else actually knew how to do his particular job. She worked with him to record all the information on his job, and then put this into the MRA app so his knowledge would live on within the company long after he had moved on.

Success Begets Success for Waikato Milking Systems

Just over a year later, not only has Showcase been widely adopted across the company, but Waikato Milking Systems has found even more new uses for the software. Considering this company clocks in at 148 employees around the world — 110 who are located in New Zealand — the wide range of uses they’ve found for Showcase is especially intriguing.

They’ve created a Health and Safety app where employees can fill out incident reports on the fly. Those incident reports get sent automatically to the employee’s manager as well as the company’s Health and Safety Manager — from there they are recorded manually on a spreadsheet for record-keeping purposes.



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Waikato Milking Systems also created a continuous improvement app that's driving employee engagement across the company. With this app, employees can share their ideas with the company. Their direct manager as well as the Continuous Improvement Manager gets a copy of every submission, and it's all recorded on a spreadsheet that's accessible right within the app.

"So anybody, around the company can see what continuous improvement projects we've got on the go at any time," Jane explains. "They can see how long it's been running for, where it's at - if it's still just an idea, or if the idea been taken further. Who owns the idea. Who's working with that person on that idea. So it's opening things up to be more transparent and inviting those ideas in."

Its improved communication across the board at Waikato Milking Systems. The Showcase apps make information visible and accessible to everyone. Even employees who don't have access to work email addresses.

Jane and her team put together a staff newsletter, notes from stand-up meetings, and notifications on what events (such as trade shows) the company has coming up. While typically this information is emailed out, not every employee has a work email address — so traditionally they've printed hard copies to make sure everyone has access to the information. With Showcase, however, this process is now much simpler.

Jane created a communications app which she loads with all the newsletters, meeting notes, and event updates. At several workstations around the facility, she's got iPads set up and loaded with the communications app. All Jane needs to do to get the updated information out to employees is run an update on the iPads — and voila — everyone's in the know.



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Top-notch Reporting Capabilities and Customer Service Continue to Save the Company Money and Hassle

Waikato Milking Systems found Showcase so useful internally, they invested in subscriptions for some of their dealers as well.

Keeping an eye on the company's Showcase usage is easy to do with the built-in reporting capabilities.

Even with an open-minded and creative approach to using Showcase, sometimes Jane finds herself wondering how to implement an idea in the app. Luckily, Showcase's customer success team is always there to help. When the rare occasion comes up that Showcase doesn't have the functionality to enable Jane to bring her idea to life, the Showcase support team is usually able to find a different way for her to achieve her goal.

"[I'll call them up and ask,] so can we do this? And they'll say 'No we can't, but you can do it this way.'" Jane says.

Habits Have Changed for the Better, and There's No Looking Back

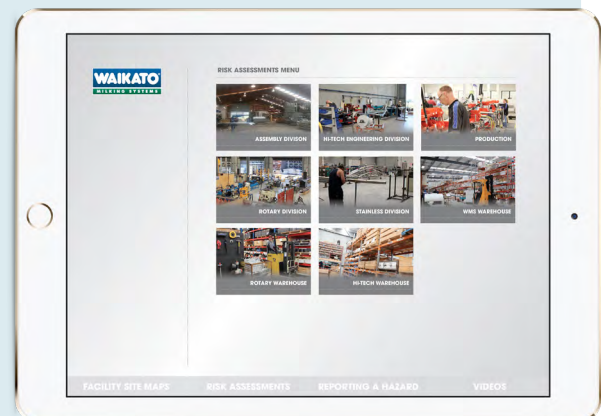
"We've got reps all around the world asking, 'Can you add this to Showcase, can you add that to Showcase?'" Jane says. "Now they're thinking possibilities."

She recently solved a problem for one of her reps who was attending a trade show in Brazil. He wanted a handful of videos loaded to his iPad so he could play them at the show. He didn't want to have to rely on Wi-Fi.

Showcase made it easy. Jane embedded four videos into the sales app, so the rep wouldn't need Wi-Fi to play them at the trade show. It gave him peace of mind that he'd have the content when he needed it.

As Jane and the other Waikato Milking Systems employees come up with more ways to use Showcase, they find it flexes with them. "We keep evolving our ideas, that's the beauty of Showcase. That's how easy it is," Jane shares.

Showcase helped [Waikato Milking Systems](#) bring their bright ideas to life in practical ways, for everyone within the company. We're excited to see what they come up with next!



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