

Company Background

MANA is the North American subsidiary of Makhteshim Agan Industries, Ltd., the world leader in generic crop protection.

With revenues of approximately \$200 million, MANA is comprised of three business units (Agricultural products, Non-agricultural, and Industrial) and holds an expanding portfolio of products and capabilities, sold and distributed across the US and Canada.

“Sterna allows me to be on top of my company’s results all the time. Even while traveling on business I’m able to use that half hour waiting for my next flight to check on our sales performance. Most importantly, I know that the relevant sales staff have access to these same figures and I can always feel confident that by the time I land at my destination any problems will have been identified and taken care of.”

John Rabby, CEO

Business Challenges

MANA required a robust, real time platform in order to monitor the company’s sales activities as well as offer insights into how these were affecting the company’s bottom line.

Traditional sales force solutions were limited to tracking product and customer performance, and provided poor integration possibilities with overall management information needs.

MANA’s executive team, and in particular, MANA’s CEO and CFO, needed on-time insights into operational activities as they related to financial targets and performance.

Sterna Business Positioning System™ (Sterna BPS™)

Sterna was installed to analyze MANA’s sales performance by customer and product in relation to the company’s targets and to identify, in real time, the potential financial impact of these results.



Benefits:

The implementation of Sterna at MANA today provides executives with access to insights that are driving corrective action throughout the company. Management now has the ability to identify potential deviations from the company work plan, and focus the activities of the sales force toward higher efficiency and improved results.

The following are examples of some of the benefits achieved since the implementation of Sterna in MANA:

Corrective measures lead to improved performance

Ongoing observation of the system revealed that towards the end of January the company was far from its sales targets for the first quarter.

Sterna's warning system not only allowed for the identification of this target deviation much earlier than would have been possible with MANA's previous IT solutions, but indeed also let MANA executives immediately pin point the specific region and customers that were causing the deviation. The marketing staff, in turn, could use this information to create a more focused campaign, and better support the activities of the sales people that were underperforming, in order to get the company back onto its target trajectory.

The business insights provided by Sterna allowed MANA to effectively avert a negative outcome on its bottom line.

On-time insights lead to achievement of targets

During December 2006 as the end of year approached, MANA executives were required to make end-of-year forecasts on an almost daily basis, as well as to reach the results that were submitted in the forecasts.

MANA executives realized that the addition of a new performance indicator for MANA's open orders would enable a closer management of the forecast targets. With most solutions, the addition of a business query would have taken months, and could not have been implemented in time to serve the urgent end-of-the-year business needs.

Sterna's patented solution, which offers unprecedented adaptability to any required changes in the system, allowed for the new KPI to be added within days.

MANA executives were provided with almost immediate access to the insights they required in order to reach the yearly business targets.

Improvement of data and processes

Observation of the Sterna system at MANA revealed a sudden rise in the sum of open orders. A simple verification of the system showed mistakes in the manual data-entering process.

Since Sterna allows for constant monitoring of real-time results, rather than monthly or quarterly reporting, deviations caused by un-harmonized data in the system can be quickly identified and resolved. This is how Sterna enables continuous improvement of data for MANA.

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