

Client Case Study

UNCO Data Systems, Inc.

The Client

UNCO Data Systems, Inc. was one of the first software and services firms to specialize in the water conditioning and bottled water industry. UNCO has been providing services since 1969 and is recognized nationally as a leader in the industry. Today, Unco offers the industry leading outsourced computer service for the water conditioning and bottled water industry—called WaterWizzard™. It is a unique combination of computer resources and services tailored to allow business owners to operate without in-house computer servers and technical staff to manage their customer information systems, including the option to outsource the printing and mailing of monthly billings.



The Challenge

While UNCO is an established computer software and services provider, their programs and systems had become outdated and were being updated to modern technology platforms. Their new system, UNCO WaterWizzard™ was in early phases of deployment. Product To Market was challenged with expediting deployment of UNCO WaterWizzard™ to retain and build UNCO's customer base.

The Issues

There were four areas of immediate concern:

- Retirement of a legacy mainframe computer center operation
- Completing the initial development cycle for a web-based WaterWizzard™ information management service
- Planning for and retiring stand-alone systems that were deployed in multiple locations across the United States
- Upgrading multiple locations with new networks and connectivity to the new host site for the new WaterWizzard™ application.

With additional priorities being:

- Migrating multiple customers to new and upgraded service offerings
- Vendor management and coordination
- Customer sales and service

Solution Benefits

Using in-depth knowledge of the computer industry (networking, application, development, computer operations, sales and marketing) Product To Market worked with teams of application developers, customer service personnel, and executives to successfully execute multiple strategic efforts. Working with the customer base, Product To Market lead the effort to convert multiple customers to leading edge, web based technology solutions.

The ongoing benefits to UNCO Data Systems, Inc. of engaging with Product To Market have been:

- Executive management is able to clearly see the way forward operating with a single ASP platform that is being managed with proven processes
- Vendor relationships have been clarified and services are being delivered in a consistent manner
- Cost and selling price models are better understood and budget planning has been simplified
- New customer acquisition sales and marketing programs are underway and have experienced multiple successes
- New growth models are being evaluated and pursued
- UNCO WaterWizzard™ information management service enhancement systems are being implemented on a scheduled basis, with the intent of adding incremental value to customers

“Adding value is Product To Market’s biggest forte.”

–John Packard, UNCO President

The Result

PTM helped manage the process to retire multiple systems by working directly with customers, UNCO employees, and vendors to complete the project.

According to UNCO, the results have been positive:

“Product To Market has positively impacted UNCO’s business through converting internal customers as well as acquiring new business. Besides assisting in the top line of the business, Mark has provided certain project consulting including ways to improve our software development process as well as management of hosting partner. The consulting dollars paid to PTM have been a good return on investment.”

–Mark A. Forsberg, UNCO C.F.O.

“Mark Koivisto understands what business owners want and he approaches consulting with a head down focus on project goals and tracking. Adding value is his biggest forte.”

–John Packard, UNCO President

Product To Market is a project-based consulting firm dedicated to helping organizations improve their overall effectiveness and financial strength. Working closely with each organization’s leadership and project teams, Product To Market helps to facilitate the innovation, creation, and integration of solutions that match values that are critical to the success of each client.

WaterWizzard™ is a trademark of UNCO Data Systems



4536 County Road 4 SW
Cokato, MN 55321
612-670-7144 ■ www.prodtoemark.com

Copyright © 2004 Product To Market, LLC