



## Customer

Thill, Inc.

## Industry

The Art of Fulfillment

## Solutions & Services

Cost Saving Solutions

## Region

England, Canada & USA

## Location

Wisconsin, Georgia,  
California, Ontario & UK

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# Thill, Incorporated

## From dime-a-dozen to real-time results

Thill, Inc. turns real-time information into strategic advantage.

### Overview:

“Tired of so-called real-time dashboards?” said the ad headline for Thill, Inc. Judging by the response, the answer was a resounding yes. This desire for actionable and relevant information has fueled the successful launch of Analytics by Thill. The real-time reporting and analytics suite is empowered using Manage Metrix by Taurus Software. And along with it, Thill, Inc. has gained the ability to leverage this solution into a strategic advantage over its competitors, gaining increased market share and revenues.

### Situation:

It’s a far cry from Thill’s beginnings as a tool and die shop and OEM parts manufacturer in 1959. Founded by the grandfather of current company president and CEO, Todd Thill, the company became the largest OEM manufacturer of nursing home beds and over-bed tables, under the leadership of Thill’s parents, who took over the company in the 1960s. The assembly and distribution side of the company was sold in 1982. After a direct response television spot ran, a call came into the company requesting 5,000 of the beds be processed and shipped by the coming Monday.

“Suddenly, we entered the direct response business,” said Todd Thill, who was working on the sales side of the family-run business. “Although we had clients all along the east and west coasts, I quickly realized that fulfillers are a dime a dozen. We were never going to be unique, until we started to do things differently.”

He started by changing the core philosophy of the company itself, transforming Thill, Inc. into a technology company first and foremost, with solutions that address the needs of several key vertical markets – e-commerce, catalog, direct response and retail – as well as the multi-channel marketer. The solution set includes fulfillment, inbound call center solutions,



outbound telecommunications, e-commerce design and development, consulting, in addition to analytics.

"All of our solutions are supported by cutting-edge technology," Thill said. "Thankfully, I discovered Taurus Software early on. They presented themselves very well and I was intrigued by their focus on 'making data liquid.'"

## **Solution:**

As Thill, Inc. transitioned to a transactional-based model where clients had no costs when they weren't busy and fixed costs when they were busy, the technology became even more important.

Operationally, Thill was able to deliver fulfillment services, inbound customer service with intelligent IVR, live operators and e-mail support, outbound telecommunications to further increase revenue and e-commerce with integrated cart technology to capitalize on consumers' increasing preference for Internet shopping. Like many in the multi-channel marketing space, Thill adopted Ecometry (Escalate) as its order management system, but found they wanted to provide additional analyses that were not included.

"Taurus had the mapping and movement capabilities we needed," Thill said. "But still I found myself feeling that no one was thinking outside the box and I do not do well in that environment," Thill said.

As luck would have it, Cailean Sherman, owner of Taurus Software, called and asked if Thill wanted to be a beta site of a new technology they were developing, Manage Metrix, a joint development effort with F. Curtis Barry & Company.

"Out of the box does not even begin to describe Thill's thinking," said Sherman. "Our team considers him a visionary in how he is always driving to enhance his customer's experience."

So, it was logical that Sherman and the development team would seek out Thill to explore the full potential of Manage Metrix in a real-world application. And for Thill, the timing couldn't have been better.

"The reason this relationship works so well is because Cailean and her group are always asking the questions,



'what can we do,' 'where can we go from here,' 'what can we do next,'" said Thill. "Then comes Manage Metrix and it's like reporting and analysis on steroids."

Its flexibility made it ideal for Thill, Inc.'s diverse client mix, which ranges from single-person entrepreneurs operating a \$250 million business from their kitchen tables who don't want to mess with all the transactional-based systems, to billion dollar retailers who want to enter the e-commerce market, but already have their order and production systems established. Add to this the fact that no two clients look at their data the same way and you have a situation that's ripe for the real-time reporting and analysis that Manage Metrix could provide.

"We could immediately see the potential of this platform that could pull data from all areas of the business and let them see the analytics in real-time. Not just the twice-a-day downloads that others call real time," said Thill. "What's more, we could market it as our own solution to clients."

Named Analytics by Thill, the solution enabled clients to see their businesses in ways they never could before. It takes data from the production system, the call center, e-commerce, affiliates, sub-affiliates, catalog source codes, media buying companies and everyone in the stream. It even takes into account declines, returns and cancellations to give a true picture of what is happening on the front-end and the back-end of the business model.

"Prior to this, many clients were not able to recognize major trends in their businesses," Thill said. "They were not looking at key issues like inventory turns, forecast to buy, the actual costs of inventory and more. Now, we have the tools to deliver all the back-end analytics to give a clearer



picture of what is going on in their business. So many don't make the same decision they might have without all this information available to them."

Sherman cites a particular example where Thill has created a smartphone application to push Manage Metrix' analysis to mobile devices. "He takes what we design and pushes it to the next level," she said. "Thill's customers can run their business wherever, whenever. Real time analytics available via the web or smart phone let clients track campaigns, inventory levels, fulfillment and call center metrics. The mobile office has become a reality."

The response from existing clients and prospects has been good. "The only complaint we've had is that they're given too much data," Thill said.

## Results:

For Thill, being able to offer this new capability has strengthened relationships with existing clients and even grown the share of revenue they are able to generate from each of these relationships.

"If the client isn't successful, we don't make any money," Thill said. "This enables us to make money. Manage Metrix is super robust. And this is providing us a huge competitive advantage over other fulfillers."

Thill, Inc. has seen a 1200% increase in business over the last five years and the company's reputation in the vertical markets it serves has strengthened from a relative unknown to a leader.

The success, according to Thill, is not confined to the robust capabilities Manage Metrix brings to the solution set his company is able to provide and leverage. It is just as much about cultivating a strategic partnership.

"Taurus is absolutely great to work with," Thill said. "The strategic partnership with F. Curtis Barry & Company was a phenomenal move on their part."

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The ongoing partnership is highly valued by those at Taurus Software as well.

"It is a testament to Thill's commitment to customer support that customers do not have to believe the sales pitch in regards to the company's ability

to fulfill their promises of performance – they can see it in real-time for themselves," Sherman said.

### About Taurus Software

At Taurus Software, making data liquid means helping turn data into business intelligence, smart decisions, and competitive advantages – the lifeblood of your company. Taurus products include a variety of applications developed to help clients get more from their data by allowing them to Move, Map, Measure, and Manage data regardless of where it resides within business systems.

To learn more about Taurus Software or products designed for other data platforms and applications, call 650-482-2022 ext. 1, or visit [www.taurus.com](http://www.taurus.com).

