

I'll Drink to That!

Beverage Company Uses Business Automation Tools in Office 365 to Improve Operations

CHALLENGE

The Odom Corporation, a large beverage distribution firm based in the US Northwest, was looking for modern business automation tools to better manage its widespread and dispersed operations. The Odom IT Team analyzed performance across the entire operation and began searching for the right technology to sharpen operational efficiency.

The pioneer spirit that has animated the company since its founding in the 1930's shows through with its digital initiatives. The beverage firm moved quickly to the cloud and became an early adopter of Microsoft Office 365 and Microsoft Teams. Once active in the cloud, the IT team started looking for solutions that would integrate with Office 365 and SharePoint and automate business processes easily, affordably, and efficiently.

The first focus was finding an IT Help Desk that provided end-to-end visibility with ticketing and resolution times. The previous system did not provide the information the team needed to gain insights into IT operations and optimize performance.

“ We had another IT Help Desk solution but didn't know how it was performing. We got information from individual tools, but it lacked the capability to bring it all together within Microsoft 365. We needed a single system to correlate and analyze all our data—a portal through which we could see a complete monitoring system and the solution had to be affordable.”
-- Kimberli Wilson, IT Manager, Business Systems

SOLUTION

After reviewing several solutions, the IT team found that Crow Canyon's NITRO IT Help Desk application fit their needs. The Help Desk was cloud-based, easy-to-use, affordable, and met the requirements to track and manage IT support and operations.

CUSTOMER

The Odom Corporation

HEADQUARTERS

Bellevue, Washington

INDUSTRY

Beverage Distribution

EMPLOYEES

1500

PRODUCTS

NITRO Studio
IT Help Desk
Asset Management
Equipment Tracking

ABOUT THE COMPANY

The Odom Corporation is a family-owned business that distributes the best in brand-name beverages throughout Alaska, Washington, Idaho, Oregon, and Hawaii. For over 85 years, the company has built and maintained lasting relationships through the principles of commitment, integrity, quality products, and superior service. Odom has grown and matured into one of the largest privately held companies in the Pacific Northwest and employs a team of over 1,500.



Once the NITRO Help Desk was in place, the IT team looked to automate more processes. The goal was to use SharePoint, Teams, and Office 365 to deliver further operational efficiencies to the company.

Seeing that Crow Canyon offered other NITRO Studio-based applications, the IT team moved ahead with Crow Canyon's Asset Management and Equipment Tracking programs. This enabled them to tie together issue tracking with asset and equipment maintenance to provide a well-rounded system.

The team had other processes to automate. They first considered building these other solutions from scratch. But they saw that Crow Canyon's NITRO Studio Forms & Workflow platform, with its rich set of forms, workflows, bots, and business automation tools, would more than fill the bill. With NITRO Studio, the team could easily create solutions that fit the company's specific requirements.

“ Crow Canyon's easy to build workflows, modern forms, reports, portals, bots, and out-of-the-box business applications offered us faster time to market. The solutions integrated nicely with Microsoft 365, and we could easily use the built-in tools for service management capabilities, such as tickets, tracking, reporting, equipment management, change records, and more.” -- Kimberli Wilson

With Crow Canyon's NITRO Applications and NITRO Studio in place, Odom's Microsoft Office 365 and Teams environment is now a true business process automation platform. Incidents, requests, approvals, and other workflows are now fully automated, available in the cloud and on mobile devices. IT support is well-managed, and assets, and equipment are fully and properly tracked and maintained.

For a beverage delivery company like Odom, with many locations and a widely distributed team, NITRO Studio's business process automation tools are just what is needed to optimize operations and keep the company competitive.

As Kimberli commented, “The results speak for themselves: quicker service delivery, better response times, and less downtime.”



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