

Case Study

From Excel to Web: AquaSHIELD's Journey to Seamless Custom Quoting with SpreadsheetWeb

The Challenge

AquaSHIELD, a manufacturer of ASSE-1060 enclosures for above ground water conveying equipment commonly known as a "hot box", faced a challenge in addressing their diverse customer needs. With a product lineup consisting of 36 standard-size units and a growing demand for custom sizes, AquaSHIELD aimed to streamline its quoting process. Founder of AquaSHIELD, Walt Howard, describes their challenge as " Some years ago, we developed an Excel calculator to assess the costs of our common units and apply a growth formula for custom unit pricing. While effective internally, we sought a web-based solution to offer secure login access for customers to obtain custom quotes. "

Initial attempts at achieving this objective included experimenting with add-ons, despite their potential, which needed to be improved in handling complex formulas. These limitations became evident when AquaSHIELD's requirements expanded to calculating the costs for custom units and differentiating between custom and standard sizes. The solution needed to intelligently apply standard pricing for standard units while employing custom pricing for custom sizes. This requirement introduced the need for many IF-THEN formulas, which the existing spreadsheet converter couldn't support seamlessly within an embedded application on AquaSHIELD's website.

The company's attempt to utilize popular cloud-based solutions as an alternative to Excel also hit a snag due to challenges in automating the e-mailing of results once a customer specified a custom enclosure size. Despite the functionality Excel provided for their internal use, the transition to embedding the model on their website proved far more complex than anticipated.

In light of these challenges, AquaSHIELD embarked on a search for a technology that could bridge the gap between

their complex calculation requirements, differentiation between standard and custom sizes, and the integration of results into their online ecosystem.

The Solution

AquaSHIELD's quest for a seamless and effective solution led them to embrace SpreadsheetWeb as the ideal answer to their custom quote generation challenges. Custom coding was not even considered because the financial investment and the need for technical expertise steered them toward a more accessible solution. As the company aimed to transition its Excel-based calculator onto its website, they found that SpreadsheetWeb was uniquely equipped to address their requirements.

Although AquaSHIELD evaluated different alternatives, neither could match the comprehensive capabilities that SpreadsheetWeb provided. The limitations of other solutions became evident as it couldn't seamlessly incorporate the required intelligent formulas into the embedded application and also fell short in automating the e-mailing of result data upon customer submissions.

"I tried two different tools before SpreadsheetWeb. The first one we were using was not intelligent enough to allow us to use our formulas on an embedded application on our website. And for the second tool we tried, we were struggling with getting the results to be e-mailed to us once a customer put in a custom-size enclosure they wanted. While Googling the best way to the best solution to embed an Excel calculator on a website, I ran into SpreadsheetWeb and wanted to give it a try," Says Walt about his journey of finding SpreadsheetWeb.

By selecting SpreadsheetWeb, AquaSHIELD found a solution that aligned perfectly with their goals. The platform's robust functionality, compatibility with complex formulas, and capacity to seamlessly integrate with their website allowed AquaSHIELD to efficiently generate

Case Study

custom quotes for their customers while maintaining a user-friendly experience. This partnership marked a pivotal turning point in AquaSHIELD's ability to serve its customers and streamline its operations.

The Results

Transitioning AquaSHIELD's Excel-based calculator into a web application through SpreadsheetWeb yielded remarkable outcomes for the company. The conversion process was notably straightforward, highlighted by the swift and responsive customer service that provided necessary assistance within moments of inquiry. The transformation was complete within two days, from initial communication to the tool being integrated into the company's website. While AquaSHIELD's team spent around a day and a half familiarizing themselves with the platform and implementing customization, the overall process was remarkably efficient.

Walt describes the swift application building process: "I sent one e-mail and got a response in about two minutes; I sent my spreadsheet to SpreadsheetWeb team, and about an hour later, they sent me an example of how it would work and how it was done. I went ahead and bought it on the spot! I played with it for about a day, and everything worked how I wanted. I had a few things to get customer service to help me with, which they did promptly. Within a couple of days of finding SpreadsheetWeb, we embedded the calculator on our website and it worked perfectly."

The time and cost savings achieved are tangible as customers can now instantly generate customized quotes

on the website, eliminating the need for manual communication. This swift quoting process streamlines customer interactions and accelerates their decision-making, providing a competitive edge within the industry. Regarding Return on Investment (ROI), the benefits for using SpreadsheetWeb, Walt says: "It will definitely save time. Right now, our customers have to either e-mail or call in to us to get a quote, and while we're pretty quick on turn around this will allow them to get an instant quote, pricing themselves and then submit for us to send them everything they need, it will keep them moving quicker. But the big thing for us is we're the only one in our industry that has this so it allows us to be on top of our competition, allowing our customers to have an easier time getting quotes from us."

Reflecting on the alternatives, the ease of use, rapid implementation, and comprehensive capabilities provided by SpreadsheetWeb have transformed AquaSHIELD's quote generation process, empowering the company to stay ahead of the curve and create a distinct competitive advantage. The successful adoption of SpreadsheetWeb has improved AquaSHIELD's operations, enabling them to meet customer needs more efficiently while elevating their market presence.

For more information, please contact:

Pagos, Inc.

75 2nd Ave. Suite 605
Needham, MA 02494, USA

Tel: (860) 674-9100

Fax: (860) 674-8430

info@pagos.com

www.pagos.com

