



storm  
technology

# CASE STUDY

## FARMHAND

*Placing people at the heart of digital transformation.*



*Farmhand cements future growth with digital innovation in partnership with Storm Technology*

Delivering machinery and spare parts to the agricultural industry, Farmhand, like most of the Irish farmers and dealerships it serves is an independent family-run enterprise passed down through several generations. Since 1962, Farmhand's commitment to "look after farmers locally" has remained at the forefront of business operations, with recent technology investments, focused on better understanding and serving their customers needs.

Keeping internal stakeholders, dealers and end customers at the heart of digital transformation has ensured Farmhand has built solid foundations for future growth while retaining the customer-focused heart the business is known for. Working with Storm Technology, Farmhand has invested in the digital transformation of processes to streamline the sales, service and support it provides to dealers and customers.

**Online Warranty Management Portal**  
Placing customers at the heart of digital transformation.

Working with the farming industry for over 50 years, Farmhand understands that machine breakdown during key farming events, can have a profound impact on a farmer's profitability, and the relationship of trust between farmer and dealer is as important as the machinery offered. The traditional warranty claims process was a complex and manual one, requiring multiple form submissions, phone calls and a myriad of stakeholders. Managing the process placed significant administrative burden on service technicians when their time would be better served elsewhere.

Farmhand began their digital transformation with the implementation of a CRM solution and bespoke Warranty Management portal, to ensure the highest levels of support were available to farmers in the event of machine breakdown. Today Farmhand's Warranty Management portal provides full visibility to all stakeholders across the warranty process, allows for the rapid submission of claims, early identification and resolution of warranty bottlenecks and enables dealers to

track a claims status as it progresses through the system.

Speaking on the solution Scrivener stated, "The warranty process works well now. It is a complicated process with a huge number of potential outcomes, which makes keeping all of the case documents, photos etc. together critical to giving our dealers a prompt service"

**Dealer Management Solution**  
Transforming the day-to-day.

With farm machinery representing a significant financial investment for farmers, strong dealer-farmer relationships are essential to ensuring customer confidence. To build on the improvements delivered by the Warranty Portal and strengthen the value and support Farmhand's sales team brings to the dealer network, the CRM project was extended to improve the day-to-day sales process.

Delivering valuable insights into the sales process and eliminating the reliance on paper-based records, the CRM solution provides the Sales team with accurate account information across multiple deals, ensuring timely and proactive response to dealer requirements, a difficult task for a salesperson managing up to 300 opportunities at any one time.

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Stephen Scrivener  
Marketing Director  
Farmhand

Greater visibility across the sales cycle has empowered the sales team to prioritise opportunities based on reliable data. The solution provides factual insights into which dealers need support and when to help them close more deals and improve revenue generation. Critical customer data is no longer stored in a filing cabinet or locked inside the sales person's head, rather it has been elevated to a valuable resource that provides the sales team with complete visibility into the stage and status of each potential deal, enabling them to take appropriate action to support their customers in bringing deals to close.

"We wanted the CRM to manage the pipeline from initial product demo to sending out a quote or perhaps a factory visit six months down the line, the CRM provides visibility across the entire sales process" explained Stephen.

The benefits are threefold, dealers get the support they need to close deals, the sales teams have complete visibility into what needs to be done to support a dealer in progressing an opportunity. Automating the transfer of data from CRM to ERP has cut down on double entry and ensure that orders are processed quickly, vital considering the seasonal nature of the business.

**FastParts Web Shop**  
Connecting the front & back office to unleash growth potential

Bringing the digital age to its customers, Farmhand embarked on an initiative to optimise their consumable parts division, FastParts, through the development of a webshop. A digital platform which would enable dealers to quickly and easily place orders online for next-day delivery, check stock levels and receive instant quotes for parts received.

"We wanted to make the order and delivery of spare parts as effortless as possible. What we discovered was that most web shops are not fully integrated with ERP/back office systems, there is someone manually feeding the information between the two systems, which causes errors, delayed processing and in-accurate order fulfilment to ensure our dealers had access to reliable pricing and stock information, and that we could deliver on lead-times promised, we knew we needed to fully integrate the online shop with our back office systems and to do so we would need to update our ERP system - no small task for any business" continued Scrivener.



"What gave us confidence in Storm's ability was that the team took the time to get to know our business. Their ERP team is made up of accountants with an in-depth understanding of not just the solution but of what we were trying to achieve & how the system would work for us."

Stephen Scrivener  
Marketing Director  
Farmhand

With the CRM system, built on Dynamics 365, native integration and a familiar user-interface made Dynamics NAV the natural choice for ERP. Providing a reliable, growth-ready solution that seamlessly integrated with existing processes and technologies, Dynamics NAV has streamlined the order process, enabled greater flexibility with stock management and facilitated the successful launch of FastParts, to deliver an improved service to farmers and dealers. Along with improving the service offered, Dynamics NAV has transformed day-to-day operations, reducing labour intensive manual sales, improving service and delivery processes and providing management with greater confidence in the data that drives business decisions forward.

**A Partnership Built on Trust**  
Farmhand worked in partnership with Storm Technology on its journey of transformation. The choice of partner was as critical to the business transformation as the technology itself. Speaking on the partner selection process, Stephen stated; "What gave us confidence in Storm's ability was that the team took the time to get to know our business. Their ERP team is made up of accountants with an in-depth understanding of not just the solution but of what we were trying to achieve and how the solution needed to work for our users."

The team were confident saying no to things they knew were not right for us - even when we wanted them. They worked with us to understand where we could improve our daily processes. Like any company, we got used to doing things a certain way, but Storm challenged the status quo and provided best practice guidelines to improve internal processes and ensure long-term business benefit that type of open engagement worked very well for us."

**Looking to the Future with Continuous Improvement**  
Keeping internal stakeholders, dealers and end customers at the heart of digital transformation, Farmhand has built solid foundations for future growth, while retaining the customer-focused approach the business is known for.

With a focus on continual improvement, Farmhand is set to invest in deepening customer insights and analytics to drive business growth.

Looking to transform business practices within your organisation? [Click here](#) to request a meeting with one of our Business Consultants.

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