



▶ CASE STUDY

# ABM Industries

**MISSION:** Build value for your business by helping you decrease operating costs, reduce customer complaints, and improve your customer's overall experience.

**INDUSTRY:** Facilitated Services

**TYPE:** Public

**FOUNDED:** 1909

**PROJECT:** Web, Enterprise Solutions

**HEADQUARTERS:** New York, NY

**SITE:** [abm.com](http://abm.com)

**COMPANY SIZE:** 10,001+ employees



## COMPANY OVERVIEW

ABM is a leading provider of facility solutions with revenues of approximately \$5.1 billion and over 100,000 employees in 300+ offices throughout the United States and various international locations. ABM's comprehensive capabilities include janitorial, electrical & lighting, energy solutions, facilities engineering, HVAC & mechanical, landscape & turf, mission critical solutions and parking, provided throughout stand-alone or integrated solutions. ABM provides custom facility solutions in urban, suburban and rural areas to properties of all sizes - from schools and commercial buildings to hospitals, data centers, manufacturing plants and airports. For more information, visit [www.abm.com](http://www.abm.com).

## CLIENT SITUATION

ABM required a software solution that could precisely calculate preventive maintenance time on hundreds of equipment types impacted by dozens of environmental variables. Once calculated, the data would be compiled into an accurate pricing proposal. "Everyone was extremely excited to begin this project, but we did not have the resources to conceptualize, document, and build the user experience we wanted to for this very important and powerful program," explained Jim Wharton, Area Vice President. "The goal was to create a data-driven, dynamic tool, known as PriceBuilder, that would enable sales representatives to survey existing equipment and build accurate pricing proposals based on the correct amount of preventive maintenance for a wide spectrum of equipment types."

After evaluating several companies, ABM partnered with AWH to turn PriceBuilder into a reality. "From the beginning, we were very impressed with the AWH team. It was clear that AWH is a very capable and agile association that would give our project the attention and focus it deserved."

## BENEFITS

Since launch, ABM has experienced the following benefits:



### INCREASED EFFICIENCY

With its robust capabilities and user-friendly design, PriceBuilder has enabled sales representatives to more quickly and accurately evaluate equipment and build pricing proposals to address customer needs.



### IMPROVED CUSTOMER SATISFACTION

PriceBuilder has not only enabled reps to work more efficiently, but has also become a competitive differentiator. "We're putting the tool directly in front of our customers. They've been extremely impressed by the data we can share and reps have reported closing business because of PriceBuilder."



### CONTINUED INNOVATION

ABM continues to enhance PriceBuilder, with new capabilities planned to roll out in 2017. "What stands out about PriceBuilder is that it's a living, breathing product," explained Kamal. "It started off as an idea that was well-thought-out and rigorously planned, and has now morphed into something that effectively grows along with the needs of ABM."

