

CASE STUDY

## *What do Bloomin' Onions Have to Do with Calculating Commissions?*

CLIENT

Hartwig



*If you've ever eaten at an Outback Steakhouse or watched one of their commercials, we know you've had the same thought as we have.*

*"How in the world do they cut their Bloomin' Onions like that?"*

Well, since we're in service to your questions, today is your lucky day.

The story goes back to 1960, with a small little machine distributor in St. Louis. The owners of Hartwig, Inc. couldn't have foretold the growth and success, even in their most optimistic hopes.

But now, nearly 60 years later, Hartwig has grown up in a major way. Today, our client is the largest machine tool distributor in the Midwest, Southwest and Mountain regions of the United States.

And among the 20 heavy machine manufacturers they sell and distribute, you guessed it, one of those machines transforms millions of white onions a year into the Bloomin' variety.

As cool as that is, the commission payout process, specifically the reporting function for the 8-person finance team, was not as cool.

It was clunky, manual and laborious. Or said another way, it made their eyes tear up like they'd been the ones cutting the onions.

With a 30+ person sales team spread throughout the country, each repping over 20 manufacturers and their dozens of unique products, keeping commissions straight was a chaotic mess.

The Hartwig team had their best version of a spreadsheet built to handle the complexity, but that fell short. They assigned the top members on their team to tackle these reports each month, but the nuances were overwhelming.

They had an A-list team with tools that certainly didn't make the same grades. They needed A-list tools to match their capabilities.

In short, they needed help.

## *They needed a better way.*

When our implementation team came on the scene, we didn't have the fanfare of a Bloomin' Onion but we listened to their frustration and offered a solution.

That solution came in the form of our Commission Plan product.

They went live in 2012, and after six years, life looks a bit different for them.

Gone are the days of manually pulling reports on commissions, printing and mailing commission spreadsheets to sales reps and spending hours of overtime double and triple checking the numbers.

Now, that entire process is automated through our platform, saving their Controller over four hours per month.

And more than the hours saved, the peace of mind that comes from knowing the numbers are right is the true gift.

*“By far, EthoTech is the easiest, both from a people and a product standpoint, we’ve ever dealt with. We’ve never had to wait for answers, they’re quick to reply, and their follow through is the best I’ve ever seen,” said Theresa Wilke, Controller.*

We promise we didn't bribe Theresa with Bloomin' Onions.

Though come to think of it, we do have a connection...

