

RITTAL

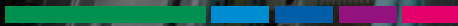


PARTNER PROGRAM

instor

PARTNER SPOTLIGHT: INSTOR SOLUTIONS

SNAPSHOT



This Partner Spotlight demonstrates the flexibility and determination of Instor and Rittal's Customer Service, Sales, Accounting and Shipping teams in fulfilling a critical order for a major auto manufacturer who was in need of enclosures to support a line retrofitted to produce COVID-19-related products.

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ABOUT INSTOR SOLUTIONS

Instor Solutions is the global leader in rapid and optimized data center deployments and services. Based in Fremont, CA, this comprehensive solution provider specializes in data center services, supporting new and existing IT, network and data center infrastructures with build-outs, relocations, migrations and decommissioning.

THE CHALLENGE

One recent (April 2020) Monday morning, a major auto manufacturer reached out to Instor with a somewhat unusual request: the company was using its R&D capabilities to prototype ventilators that could be used to support healthcare needs related to the COVID-19 pandemic. In order to properly retrofit an existing production line to accommodate this new product testing, several wallmount enclosures were needed. But the need was urgent – the enclosures were needed “yesterday.”

Another unusual factor about this request was that this Instor customer ordinarily purchases only data center enclosures, and this request was for wallmount industrial enclosures. Fortunately, Lisa Hensley, Instor’s Director of Sales, recalled from her onboarding with Rittal early in their partnership that Rittal is also the global leader in industrial enclosures. She quickly reached out to her Rittal rep, Jeff Ho, to get more information – Did Rittal have the specific enclosures in stock? Could they provide them quickly despite the current situation?



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THE SOLUTION

Immediately, Rittal's Sales, Customer Service, Accounting and Shipping teams went into overdrive.

First, they quickly established that there were indeed the appropriate enclosures (and number of enclosures) in stock; next, Sales connected with Customer Service to shortcut processes in order to get the order booked and fulfilled as soon as possible. Accounting then got involved to expedite the necessary purchase orders, and Shipping was alerted that a very critical order would be coming through and was of the highest priority. By noon that Monday, the order for a dozen enclosures was placed.

Adding further complexity to this order, because of the pandemic the auto manufacturer's engineer was working from his home so the ship-to address was a residence, causing it to be flagged by the freight company; the delivery required a lift gate to unload the pallet at a residence. Instor had to reach out to their contact at the freight company before delivering the enclosures.

Not only did these teams quickly collaborate and take action to deliver on Rittal's promise to Instor, but they bonded under a common goal – for the common good – as they realized the importance of these enclosures.

Within 48 hours of the initial request, the needed enclosures were delivered to the customer.

“It was really incredible to see how everyone came together to get these enclosures to the customer. It was truly an effort of love, and it showed the determination of our people and Rittal's to not just satisfy, but thrill our customers.”

**- LISA HENSLEY,
INSTOR'S DIRECTOR OF SALES**

THE IMPACT

More than anything, this is a demonstration of commitment; it's also a great example of the dedication the Rittal and Instor teams to serve customers. The business impact was significant, yet relatively small in terms of sales: the initial order of 12 Rittal enclosures will enable the manufacturer to produce ventilators that could help save lives of COVID-19 patients across the country.

Because of the effort and “whatever it takes” attitude demonstrated by Rittal and Instor, Instor now has the opportunity to expand its business with this manufacturer. Once a permanent line opens to mass-produce the ventilators, Instor anticipates more orders for the same enclosures.

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