creditrisk monitor®

CUSTOMER SUCCESS STORY

How Anixter Builds Holistic Global Customer Relationships with CreditRiskMonitor®

Client Profile

A $7.6 Billion Fortune 500 Industry Leader

Founded in 1957, Anixter International, Inc. is a $7.6 billion Fortune 500 company and one of the largest producers of wire and cable products. Headquartered in Glenview, Illinois, Anixter is also a leader in communications and security, providing infrastructure solutions that help businesses run smoothly.

As Senior Director of Global Account Management, Natalia Reed provides Anixter's account management team with the information needed to strategically support multinational clients and prospects. She uses trusted corporate information from CreditRiskMonitor to map organizational hierarchies and respond proactively to critical news and announcements involving more than 700 multinational companies.

ANIXTER

Challenges

Complex Global Accounts. Constantly Changing Customer Information.

With a presence in more than 50 countries across six continents, Anixter serves a diverse global customer base. Its account managers need to understand the complex mix of subsidiaries, business units, consortiums and joint ventures associated with multinational customers—as well as how those organizations interact in the marketplace.

The challenge is turning that complexity into a holistic understanding of each account. Anixter needs to map customer structures, reflect interactions and dynamics across the organization, and comprehensively address customers' global spend, demand and business requirements.

At the same time, account managers need to keep pace with earnings announcements, facility openings and closures, mergers, acquisitions and new projects—without taking time away from serving customers to conduct extensive research.

> *"We aim for **'holistic'** customer relationships where we allow them to be **more efficient and effective.**"*
>
> *— Natalia Reed, Senior Director of Global Account Management , Anixter International, Inc.*

Solution

Actionable Corporate Intelligence for Global Account Management

Anixter uses CreditRiskMonitor® to give account managers a clearer picture of the multinational companies they serve. Corporate information helps map client and prospect organizational structures, while the news portfolio keeps them informed about important developments across key accounts.

These capabilities help minimize the risk of the unknown and give account managers up-to-date information they can use to support more strategic customer relationships.

Key Benefits:

Corporate Hierarchy Intelligence: Business descriptions, business units and subsidiary information help Anixter understand the corporate umbrella surrounding clients and prospects.

News Portfolio: Account managers can stay informed about mergers, acquisitions, earnings announcements, facility openings and closures, and new projects without taking their attention away from customers to conduct research.

Demand Mapping: Understanding the structure and operations of multinational customers helps Anixter identify demand across locations and develop solutions that combine its economies of scale with its local presence.

Prospect Intelligence: Easy access to a prospect's corporate umbrella and recent news shortens the ramp-up process for new accounts, supporting stronger introductory conversations and initial strategic account plans.

Up-to-Date Customer Information: Broad access to relevant corporate intelligence helps Anixter account managers navigate increasingly complex implementations involving multiple countries and business units.

50+ *Countries in Anixter's global footprint*

"The CreditRiskMonitor news portfolio keeps my team 'in the know.'"

— Natalia Reed, Senior Director of Global Account Management , Anixter International, Inc.

Results

Deeper Customer Understanding. More Strategic Global Relationships.

With CreditRiskMonitor®, Anixter gives its account management team a stronger foundation of corporate intelligence for understanding multinational customers, identifying opportunities and delivering strategic value.

More Consultative Customer Relationships: Understanding subsidiaries, business units and other corporate relationships lets account managers address customer spend using a more consultative, relationship-based approach.

Stronger Competitive Positioning: A fuller understanding of customer demand helps Anixter demonstrate how its global scale and local presence can make customers' operations more efficient and potentially reduce costs.

Faster New-Account Ramp-Up: Ready access to organizational structures and recent company news gives account managers the foundation for an informed first conversation and initial strategic account plan.

Potential Customer Savings: By understanding where customers operate and what materials are required at individual locations, Anixter can offer localized solutions that may help customers avoid expenses associated with importing materials, including duties, taxes, freight and VAT.

700+ *Multinational companies monitored for critical news and announcements*

Key Takeaway

With trusted corporate intelligence and up-to-date news in one resource, Anixter can better understand complex multinational organizations and equip account managers to act as strategic consultants rather than product providers.

CreditRiskMonitor® helps map customer organizations, stay ahead of key developments, and better understand customer demand—supporting the unified, relationship-driven approach that Anixter calls "One Anixter."

creditrisk monitor®

Request a demo to learn how the platform can help you.

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