

CASE STUDY

THERMO KING SELECTION PROGRAM

OPPORTUNITY OVERVIEW

Thermo King (an Ingersoll-Rand company) provides climate control solutions for global transportation industries. Thermo King had a software program used by their dealers to determine the capacity required by a particular cooling application and, therefore, the recommended refrigeration unit. The software program was written in an outdated language and needed to be updated.

CLIENT OBJECTIVE

Develop a software program that would:

- correctly calculate the cooling or heating requirements of any transportation application.
- calculate the requirements of up to three different zones in an application.
- determine the recommended Thermo King unit for the specified application.
- be able to save and open recommendation files.
- be able print product literature of the selected unit.
- be global in scope.

TARGET AUDIENCE

- Independent Thermo King Dealership Salespeople and Thermo King Clients

RUSSELL ASSOCIATES' SOLUTION

Russell Associates developed a computer program used in the Windows® operating system that met all of Thermo King's needs. The Thermo King Selection program accepts inputs, such as the size of a trailer, the color, the age, the number and type of doors, the time the doors are open, the type of product being transported, etc, and through very detailed formulae, calculates the cooling capacity required. The program then draws from a database of Thermo King units to match the application to the correct unit. The user can view or print the product literature for any Thermo King unit. This program and the product literature is translated into eight languages for use at all Thermo King dealerships around the world.

PROGRAM LENGTH

The end-user, whether it is a salesperson or Thermo King client, can choose between a consultative mode, which asks for specific information while informing the user why it is needed, or an express mode for quick and easy entering of data. Because of the way options and information are presented, the program is fast and easy to use and requires much less time than a manual calculation.

PROGRAM USE

The Thermo King Selection program is in use at virtually all of Thermo King's dealerships around the world and is a staple for large clients. The unit database is constantly being updated as Thermo King develops new units and applications. The program is occasionally updated to comply with new unit features.

