

Strategic Transformation and Innovation for Growth

"We are confident the GCC will enable us to enhance our global delivery capacity while maintaining our commitment to excellence in creating safe and secure access for generations."

**95
%**Improvement of
First-Call Resolution
Rate (FCR)**90
%**Reduction of
after-hours
incident backlog

The Customer

Overhead Door Corporation is a leading provider of residential and commercial door solutions, renowned for pioneering the first upward-acting door in 1921 and the first electric garage door opener in 1926. For over 100 years, they have stood for product quality and expertise, and professional service. Overhead Door Corporation combines quality and dependable products with reliable service to consistently provide home and business owners confidence and peace of mind.

The Problem

Overhead Door Corporation recognized the need for strategic transformation to remain competitive and combat the following challenges:

Rising material and manufacturing costs due to legacy processes, highlighting the need for automation in both production and installation.

Supply chain disruptions, necessitating more resilient and adaptive operational strategies.

Increased product competition, demanding clearly defined and differentiated unique selling points.

Elevated customer expectations for seamless service, customization, and round-the-clock support.

The Solution

To address these challenges and lay a strong foundation for future growth, Overhead Door Corporation implemented a Build-Optimize-Transfer (BOT) GCC to drive initiatives centered around efficiency, innovation, and customer experience.

Streamlining Operations and Modernizing Manufacturing: The company invested in building strong cross-functional teams across Order Management, Quoting, Fulfillment, Warehouse Management, and Transportation Management. This strategic move enabled the development of a predictable, cost-effective supply chain, improving order fulfillment and responsiveness. In parallel, automation was introduced into manufacturing processes—previously reliant on manual intervention—leading to reduced waste, enhanced productivity, and significant cost savings.

Differentiating Through Product Innovation: A newly established Engineering and CAD Design Team was tasked with enhancing product offerings through bespoke, customer-centric garage door designs. This not only improved the functional and aesthetic appeal of the products but also helped strengthen Overhead Door Corporation's competitive positioning in the market.

Elevating Customer Service Experience: In response to rising customer expectations, Overhead Door Corporation's implemented a 24/7 global service desk, providing comprehensive support and reinforcing brand loyalty through exceptional post-sale engagement. This initiative has played a vital role in building long-term relationships and enhancing customer satisfaction.

Leveraging Technology as a Strategic Enabler:

A robust technology ecosystem—comprising platforms such as Oracle, Infor CPQ, OHDirect, WD ProLink/Partner Connect, and advanced CAD software—was instrumental in supporting the transformation. These tools enabled end-to-end digital process integration, from quoting to delivery, while improving accuracy and speed.

Fostering a Culture of Ownership and Collaboration:

A cornerstone of this journey has been Overhead Door Corporation's commitment to empowering its people. The leadership emphasized collaboration, accountability, and continuous learning, creating a culture where employees take ownership of enterprise applications, IT services, and operations. This approach led to a series of early business and technical wins, supporting morale and a growth mindset.

Laying the Groundwork for Data-Driven Transformation:

The company is now building on its early investments in Analytics and Master Data Management (MDM) to unlock the next level of operational intelligence. With a shift toward prescriptive analytics, the GCC aims to drive smarter decision-making and accelerate its digital transformation journey.

Overhead Door Corporation's GCC has already achieved notable gains in innovation, efficiency, and cost savings within the first year of the new operating model. They have reduced reliance on third-party vendors, leading to substantial cost optimization. The GCC taps into top digital talent to drive innovation in smart garage door solutions, including Wi-Fi-enabled openers and integrated security systems.

