

**Oxford-based B2M Solutions** is a market leader in the rapidly growing market for mobile device management solutions. In 2005 the company launched its key product suite, **mprodigy**. The first enterprise mobile management solution to help organisations keep employees out on the road, mprodigy controls mobile assets and suppliers more effectively, and ensures streamlined change management when new mobile technology is introduced to staff in the field. mprodigy is already deployed with big-name organisations including Lynx Express, part of UPS parcel carriers. B2M Solutions has been awarded two substantial development grants from the DTI in recognition of its innovation.

### Quest for flexibility

With the introduction of mprodigy came the need for a boost in CRM marketing activities as the company sought to establish the product on the market. However, its existing CRM system fell short of providing the functionality required. "While Salesforce did have a marketing module, the cost of deploying it was considered prohibitive" recalls business development executive David Potter. "It also lacked a credible email management function and required us to purchase a separate application from a third party."



*"Really Simple Systems has been an absolute Godsend. It has all the functionality that we need from a CRM system while still managing to save us significant amounts of money. I would recommend it to anyone"*

**Julie Purves, Managing Director  
B2M Solutions**

### A breath of fresh air

Further investigations into rival products proved no less frustrating, with the company regarding what it saw as "simply too big and complicated". So an encounter with Really Simple Systems at a trade show was a breath of fresh air. "I was very taken with Really Simple Systems CRM and its fully integrated marketing campaign and email management" enthuses David, highlighting ease of use, functionality and, crucially, cost as being the key selling points.

### A natural fit

On introducing Really Simple Systems the company has been delighted at how readily it has been embraced by its employees,



*"The level of support is the best I have ever experienced, plus we have made significant savings by switching to Really Simple Systems."*

who have found it enormously user-friendly in terms of both speed and navigability. Where a bigger, more cumbersome solution would have necessitated extensive training sessions, B2M Solution's users were comfortable with the product in no time.

### The right channel

Really Simple Systems account oriented approach, in contrast to alternative products' contact oriented focus, has also benefited B2M, with the emphasis on Channel Management, as opposed to Contact Management, dovetailing perfectly with B2M's business model. The Reporting tool has also paid dividends, enabling the company to gain meaningful insights into its transactions.

### Simply seamless

David also praises Really Simple Systems' for taking the hassle out of the move from Salesforce to the new system. "The buying experience was exceptional. They helped with the migration of data from the old system to the new one and were very responsive to our requests and feedback."

### Final verdict

"The level of support is the best I have ever experienced," concludes David. "Plus we have made significant savings by switching to Really Simple Systems."

For more information on B2M Solutions visit [b2m-solutions.com](http://b2m-solutions.com)

**Really Simple Systems** Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 sales people who want a straightforward hosted CRM sales and marketing system. The hosted model is particularly suitable for companies with multiple locations and sales people who work remotely or at home. Really Simple Systems is the largest United Kingdom provider of hosted CRM systems and has offices in the UK and Australia. Users include the Royal Academy of Arts and the British Library as well as many small and medium sized companies.

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