

With over 30 years of experience, **Information Builders** helps organisations access all of their information and deliver it to anyone who needs it, using its simple and agile business intelligence and integration solutions. A global group with 1,400 employees, Information Builders has 47 offices, 26 worldwide distributors, and over 12,000 customers.

Time is of the essence

The CRM system that was being used by the business globally did not suit the Australian office's local business needs. Sluggish and cumbersome, it was taking sales staff as much as half an hour to enter each new prospect, which, as Paul Beks, Regional Director Australia and New Zealand, points out was not a good use of the sales staff's time – especially in light of the number of prospects handled by the company. "The sales team was frustrated to be spending so much time entering data as opposed to getting on with the job of selling," Paul explains. Using spreadsheets as an alternative also failed to alleviate the situation. "The 'handshake' between sales and marketing was just too complex and the marketing staff were having to wade through multiple spreadsheets."



"They did what they said they would do and responded faster than the other suppliers. It was always a case of good, honest communication."

Paul Beks
Information Builders

Total transformation

Since switching to the Really Simple Systems solution, the situation has been transformed. Every suspect, prospect and opportunity has an action/task, with all leads now tracked from "birth to death". "In the last few months the business has really taken off and we now have the CRM infrastructure to cope with such substantial growth," says Paul. "With consistency in the management of opportunities I feel much more comfortable and our stress levels are right down!"

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"Implementation of the system, including the gathering of disparate data, took no more than a month, with RSS delivering on every promise"

Synched up

When Paul made the decision to switch CRM supplier he was clear that he wanted a hosted system. However, having assessed various suppliers, the only one that ticked all the boxes on support, price and expertise was Really Simple Systems. "They were flexible in their approach and were able to accommodate all our requirements. We felt that they were very much in synch with our way of doing things."

'Good, honest communication'

Implementation of the system, including the gathering of disparate data, took no more than a month, with Really Simple Systems delivering on every promise, exactly as Paul expected. "I implicitly trusted Really Simple Systems to make it work. In the pre-sales process we measured the responsiveness of potential suppliers, and they were by far the best. They did what they said they would do and responded faster than the other suppliers. It was always a case of good, honest communication."

Final verdict

"We invested in CRM to ensure that we weren't missing opportunities and to stay in contact with prospects," concludes Paul, "and that's exactly what we've achieved."

For more information on Information Builders visit informationbuilders.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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