

DMC Case Study:

Ikon Science



Business Growth Solutions

Produce: ACT! Premium for Work Groups ST

Number of Seats: 25

Ikon Science is an independent software creator and Quantitative interpretation services provider operating within the upstream services and technology segment of the oil and gas business. Designing industry specific solutions, Ikon provide excellent tools to assist in effective decision making in the geophysics industry

Specific Company, Specific needs

Finding oil is no easy task. Before a well can be drilled the exploration company has to have 99.9% confidence they will strike oil. The cost of making mistakes can be astronomical. As a result, oil companies need to evaluate their data very carefully. And many companies throughout the world rely on the specialised software supplied by Ikon Science - a company based in Hampton. Ikon Science is an innovative geophysics software creator focused on delivering the latest developments in ge-productivity software to interpretation professionals and their teams. The aim is to improve, through automation, existing prediction search and detection methods used in seismic data analysis. With a desire to further tap into the American market, Ikon Science decided to leverage the power of ACT! Professional.



Outlook not enough

Peter Wells is the Network Administrator at Ikon Science and he ruefully admits that previously CRM had not been tackled as well as it might. "Basically," he recalls, "we were using Microsoft Outlook shared folders to collaborate and share information but it has limited functionality to say the least!" Ikon Science's partner companies in the USA were already using ACT! so it made sense to use ACT! Professional on the UK side too. But as Peter explains, the previous attempt to use ACT! Professional had not set a good precedent

"It was before my time, but apparently previous installation had not gone well. People just couldn't get to grips with it and couldn't get it to do what they wanted it to do." However he is quick to point out that this was some time ago, and since then things have changed. "We're a much bigger company now with more people, and the need to get a proper handle on CRM had become an issue even before the American move came about."

All Options considered

Peter did look at a Microsoft CRM solution but he was astounded to hear rumours that it didn't work well with Microsoft Outlook or Exchange. "I don't know if this is true," he says, "but it's a worrying thing to hear!" Mind you Peter is too experienced to 'just buy anything. Before committing to ACT! he insisted that a consultant come over to their offices to provide a thorough and informed demonstration and presentation. So he looked for a supplier.

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DMC comes out on top

It was very clear that one of the top names in ACT! was DMC and so he contacted them. Even though DMC is located some distance away from Ikon Science, they swiftly arranged an on-site presentation. "It was a full on demonstration with an extensive question and answer session," Peter recalls. "At the end we felt very confident that ACT! Professional would do all we could ask of it." DMC first checked out Ikon Science's server remotely using WebX to make sure all the groundwork was in place for the installation and then went ahead. "It took one day for the DMC engineer to install and a couple more days to do all the migration of databases," Peter says. "We dragged across all our Outlook data, all made easier by DMC's pre-checks and then the data from our American colleague's ACT! database."

Fast service

Peter is more than happy with DMC's service and has been pleasantly surprised at the speed of ACT! Professional too. "We were warned that using it alongside Outlook would have some effect on speed, but we have been surprised to see nothing like that," he enthuses. "It must be down to DMC's installation expertise!"

Find out more please call us on 01733 362120

DMC Software is one of the UK's leading Sage Business Partners. Specialising in CRM, Accountancy Software and fully integrated business suites, DMC Software can provide the software to quickly improve your business efficiency. DMC has won numerous customer service awards including the ACT! business partner of the year (2002- 2007) and the SalesLogix business partner of the year. DMC is part of the Sage Circle of Excellence.