

DMC Case Study: IMS Research



Business Growth Solutions



IMS Research is a leading market research provider to the global electronics industry. Founded in 1989 and with offices in Europe (Wellingborough, UK), North America and Asia as well as agents in South Korea and Japan, it publishes close to 100 reports annually and sells to more than 40 countries worldwide.

Company:

Situation:

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Ian Wilkinson is the company's IT Manager, based in Wellingborough, and is responsible for managing the SalesLogix (standard) solution.

Region:

Northamptonshire

"We use it for contact management," he explains, "but prior to SalesLogix we used another Sage product called ACT! which we'd outgrown. Although ACT! did the job admirably when we were smaller, it couldn't cope with our rapidly expanding database, so we searched around for something more suitable. We looked at a couple of different solutions, the two main ones being Microsoft CRM and SalesLogix. After evaluating both we decided that SalesLogix fitted the bill so that's what we went with".

Number of Seats:

90

Product:

SalesLogix

DMC also came onto the scene at this stage. "The people we'd originally bought ACT! from weren't resellers of SalesLogix so we had to look elsewhere. This is going back four or five years now so I can't remember the exact ins and outs. Suffice to say we were sufficiently impressed with DMC to bring them on board, first with a pilot scheme and then with full product roll-out."

Solution:

It's one thing reading about all product benefits or even having a Sage professional walk you through the solution, but seeing how SalesLogix responds to your own individual situation "in the flesh" is always going to be one of the best ways to evaluate a product.

"DMC provided us with the software so we could basically put it in a live environment to see if it was the right solution for us," Ian explains. "And it was. So, with DMC's help, we went ahead and installed it."

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Company: The installation went smoothly. "I got DMC to do it over the Christmas and New Year period," he continues. "Obviously the less down time, the better - so this quiet period was ideal for me. I spoke to Mike Ramsay at DMC and he agreed to send someone over for a day or two to do the installation."

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Region: This of course meant that staff were coming back after the Christmas break faced with a new and unfamiliar database. But Ian explains that wasn't much of a problem either.

Northamptonshire

Number of Seats: "DMC trained me up on the product immediately after the installation," he says. "Then, when everyone else came back, I spent a day or two making sure they were up to speed with the fundamentals. Later on I went for some more in-depth training with DMC, came back and trained all our users internally. It was pretty straightforward really."

90

Product: **Benefits:**

SalesLogix

IMS' SalesLogix database has been running without a hitch ever since. "Of course we call on DMC's general support from time to time," Ian adds. "It's normally me that deals with things and if people have issues internally then they'll seek my advice and I'll get in touch with someone at DMC who sorts things out."

Ian explains that they haven't made "too many tweaks to the basic interface" over the years. "But in ACT! we had a feature where we could assign what's called a 'group membership' to a contact. We used that feature a lot but it wasn't present in SalesLogix so we got DMC to customise the front end and import everything from ACT! – so we ended up with the best of both worlds."

So things have come a long way since SalesLogix was introduced? "Absolutely," Ian confirms. "Before, with ACT!, we'd send out a bundle of emails to, say, three or four thousand people at a time. As we grew we got to a stage where ACT! couldn't cope. It would go 'so far', then crash and I spent an awful lot of time having to stop the software and restart it again.

"Often I was forced to break down the groups from, say, three thousand into ten groups of three hundred whereas now with SalesLogix I can despatch literally thousands at once without any problem. We can email ten thousand people within a couple of hours whereas in the past it was more like a couple of days. This is just one area where it's saving us masses of time."

Ian explains that SalesLogix has "definitely paid for itself". But he emphasises that "it's really been a time issue. It's hard to say we've definitely made 'this much' back on it but it's definitely been a brilliant move. ACT!, although ideal when we were smaller, simply wasn't working for us any more and SalesLogix does everything we need it to.

"Hopefully in the future we'll be able to use more of its functionality. At the moment we probably only use around one fifth of what it's capable of doing. All I can say is - watch this space!"