

# DMC Case Study:

## Ideas by Net



Business Growth Solutions



*Sheffield-based Ideasbynet.com is part of one of the UK's most trusted names in promotional merchandise and incentives. It was the first UK business of its kind to sell items directly over the Internet and now runs three websites specialising in everything from luxury corporate gifts through to 'cheap-and-cheerful' promotional items.*

Company:

### **Situation:**

**Ideas by Net**

"We originally started off with CRM software ACT!," explains company director Gareth Parkin, "which was great when we were smaller, but we'd definitely outgrown it!"

Region:

**South Yorkshire**

He gives an example. "In those days I handled the sales side of things myself. I'd write things up in Word, then we'd input all the details into ACT!. It would then go off to our purchasing department who would use different software to create a purchase order. Unfortunately this didn't link into accounts so our accounts people would have to retype everything again – and so on.

Number of Seats:

**55**

Product:

"Not only was it incredibly time-consuming, it could lead to errors which could lead to the wrong stuff being sent to the wrong address. We wanted a linear solution that would bring all our various procedures together into one seamless solution – and that's why we went for SalesLogix".

**SalesLogix**

Before any decision was made, Gareth scoured the market to see what else was out there. "But we couldn't find anything that was bespoke enough; they were all far too generic. They'd do some things okay but then we'd want to do this or that, or we'd want to add certain products or customer fields, and that's where they'd fall down flat.

"And of course there's the price issue, too, because when you need to customise something – and we were sure we'd need to seriously customise – it's not going to be cheap. So that's when we came across SalesLogix which appeared to offer the flexibility we needed, so that was it really."

### **Solution:**

This was about five years ago. But it was never going to be a case of plug in and off you

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Company: go as Gareth explains:

### **Ideas by Net**

“What you get with SalesLogix is a basic structure you can build on. Because I’d already done the sales side of things here plus the buying, in fact virtually every aspect of the job including the web development, I knew exactly what I wanted the software to do, how I wanted to navigate around it and so on.

Region:

### **South Yorkshire**

“So I decided the easiest way to get across what I wanted was to set up a mini website with screen snapshots of the SalesLogix software. DMC could simply click around it ‘live’, just like you would in SalesLogix. They took my brief on board and said, yes, they could deliver.”

Number of Seats:

**55**

The result was “nothing like the software you’d buy off the shelf - we’d had it customised beyond recognition”.

Product:

### **SalesLogix**

Gareth also explains that “when it came back from DMC I’d say a good 80% was exactly what I wanted, but around 20% needed further work. Our sales guys had a look at it, too, and came back with some more tweaks. So, with DMC, we tweaked here and there and eventually got something that was pretty close to what everyone had in mind.”

“We did have one or two issues at the start but for the past couple of years things have been spot on. DMC are a pleasure to deal with.”

### **Benefits:**

SalesLogix has more than met Gareth’s complex brief. “Out of all the software on the market I’ve never seen anything that can be customised to such an extent. It’s absolutely great and has streamlined our business unbelievably. It’s cut out human error and sped things up brilliantly.

“Without a doubt it’s been an excellent return on investment. It was a massive job with loads of customisation. As I’ve already said, the result was unrecognisable when compared with the original SalesLogix software.”

As for the future? “We’re already having discussions with DMC on how to take it even further as our business expands into Europe and America. But, yes, I’m very happy with it.”

Gareth concludes: “The trouble is with most software solutions you can buy off the shelf is that they claim to be able to do this and that but they’re really not flexible enough. Every business is different. Most have far more complex things going off than just ‘buy, quote, sell, invoice’...

“I mean there’s a piece of software called Promoserve which is specifically written for the gift industry and we actually looked at that. But it’s not a patch on what we’ve got with SalesLogix and to be honest I wouldn’t touch it with a bargepole!”