

# DMC Case Study: NDC Infrared Engineering Ltd



Business Growth Solutions



*With a pedigree that stretches back over 35 years, NDC Infrared Engineering leads the world in the development and manufacture of measurement and control solutions for manufacturing and process industries.*

*Operating out of two facilities in California and the UK, with operations across the globe, the company also has a worldwide network of distributors delivering support to its customers. Alan Mathias is the Database Administrator responsible for the company's SalesLogix solution globally.*

Company Name:

**Situation:**

**NDC Infrared  
Engineering Ltd**

"Sage products weren't new to us," explains Alan Mathias, "NDC had been using ACT! for many years before I arrived. But we'd outgrown it. Our IT director made the decision for the whole organisation to upgrade to SalesLogix. That was about six years ago now."

Region:

**Essex**

Alan says "As a fully featured CRM, we perhaps underestimated the scale and scope of the implementation task, and as a result take up was disappointing."

Number of Seats:

**115**

When Alan arrived a couple of years ago, SalesLogix was being used, "but only in a very limited way, as a means of capturing leads". With his marketing background, Alan was given the job of taking it over, providing better implementation and "fixing the numerous problems we were having both in terms of use and also the infrastructure / hardware we were running".

Product:

**SalesLogix**

**Solution:**

Alan immediately got to work fixing the system related problems by optimising the hardware infrastructure SalesLogix ran over, based on advice from DMC Software. Alan says "DMC were also very helpful in providing me one to one training on how SalesLogix works. I can give full marks to their technical support desk who were enormously helpful."

The rest they say is history; Alan and NDC moved forwards. What had started as an under used solution is now becoming central to the company's CRM philosophy. NDC recently upgraded their entire system to SalesLogix version 7.2 and are looking forward to even better web functionality and the ability to deliver local language e-marketing materials for

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their Japanese and Chinese customers when service pack five is released in September 2009.

Says Alan: "DMC Software is still a very good source of support. They were very proactive in helping us refine various customisations in preparation for our 7.2 upgrade. I would definitely give DMC full marks in terms of quality support. Although we had one issue during the 7.2 upgrade when we had an old service pack, DMC stepped into the breach and gave us excellent support in terms of additional work needed to get our remote users upgraded."

He adds, "I know that if I have a nasty issue that I can't fix I can ring up DMC's technical support guys and they will find a solution."

### **Benefits:**

Alan is very impressed with version 7.2. "It's just a much better product. And one of the major attractions is the improved web client."

Alan continues "We do a lot of business through distributors and I anticipate that SalesLogix 7.2 will offer an attractive way forward to help us manage these distributors better."

As for the future? "The acid test will be starting to integrate SalesLogix with our Oracle system so we can move towards a true 360 degree view of our interaction with each customer. I don't doubt that DMC will help us achieve this."