



**empath-e**  
MAKING CRM MAKE SENSE

## Mentor Graphics Achieves European Wide Growth using Sage SalesLogix from empath-e Limited

Case Study

### THE CUSTOMER

Mentor Graphics® is a global technology leader in electronic design automation (EDA), providing software and hardware design solutions that enable companies to develop better electronic products faster and more cost-effectively.

- Publicly held (NASDAQ: MENT)
- 4,500 employees worldwide
- Revenue \$875 million per annum
- World-class research and development
- High-touch sales channel - 48 sales offices around the world
- Strategic partnerships with leading electronics manufacturers, semiconductor and electronic design suppliers for development of new design solutions and methodologies.

### THE CHALLENGE

Mentor develops and sells complex automated Electronic Design Systems to large electronic manufacturers, which often involves many marketing campaigns and long sales cycles involving many customer contacts.

Over a period of years, like many companies, the Mentor Sales and Marketing teams had developed separate IT systems and databases to help manage their operations, including the use of applications like Outlook, Goldmine, Access and Excel. These systems could not scale to meet growing demand and management identified that key information about the customers were not being shared across the company. The IT department was also being impacted, as the cost of supporting the disparate systems was growing.

### THE REQUIREMENT

A system was required to capture and manage the often complex array of information about the customer accounts, contacts and sales opportunities and share this easily throughout the business. The system should be able to help manage different sales channels, territories and geographies, whilst providing productivity tools that would help the sales, marketing and business management do their jobs more effectively and efficiently. Easy integration with Microsoft Outlook and synchronisation of contact data to mobile devices was also considered key by the sales team.

Mentor took the strategic decision to consolidate all systems into a single CRM system, defining ease of use, scalability, mobile offline access, low IT Administration costs, strong Outlook integration and competitive pricing as the key requirements.

### Key Requirements

- Ease of use
- Flexible & Scalable
- Outlook™ Integration
- Remote Offline Access
- Competitive Price
- Low IT Admin Costs
- Window & Web Clients



## THE SOLUTION

Mentor evaluated 3 solutions from different vendors, including Sage SalesLogix. With end user adoption being key to success, Mentor involved end users in the product evaluations and quickly identified Sage SalesLogix as the clear leader.

“SalesLogix is an excellent fit for Mentor Graphics Business & IT Requirements” states Richard Moloney, CRM Systems Manager in Mentor Graphics Europe. “User adoption was considered critical to the success of our CRM implementation and was first and foremost in our minds when we made our selection. SalesLogix’s ease of use, remote offline access, rich feature set, price, Outlook integration, ease of customisation and administration were the main reasons for selecting the system”.

The decision to implement SalesLogix over other solutions on the market was also based on a cost value justification that showed SalesLogix as delivering substantial functionality and business benefits within the company’s budget.

“Having a system that doesn’t break the bank, but can grow with your business and quickly adapt to the way your business works is very important. Speed of change in the sales and marketing world is rapid and we often found we required new functionality to be implemented within weeks to support new business initiatives. With SalesLogix’s flexibility and the exemplary knowledge and support provided by Mike Spragg, empath-e’s chief consultant, we were able to deliver new functionality very quickly”, Richard explained.

Mentor supported its CRM program with the deployment of Sage SalesLogix to over 330 users across Europe, implementing both Windows and Web clients. Employees from all departments in the business had access to the system, enabling a 360 Degree view of all customer activities.



### About empath-e

empath-e, a Sage Plc Business Partner, is a leading provider of Customer Relationship Management (CRM) and associated business applications in the UK. We help our customers greatly improve their performance in areas of Sales, Marketing, Customer Service & Customer Support, through the introduction of world class CRM technologies & services.

Website: [www.empath-e.com](http://www.empath-e.com)

## SalesLogix Wins

- Ease of use
- Adapting to Mentors business needs
- Remote offline access to database for access anywhere, anytime
- Flexibility and ease of customisation
- Strong Price to Value justification
- Excellent Integration with Outlook™

***“You cannot be competitive today without a CRM tool like SalesLogix. It's as critical to my organisation as the telephone and when I saw the price, it really was a no brainer!”***

Mark Paraskeva, Sales Director

## THE RESULTS

Mentor Graphics successful CRM implementation has allowed them to grow their sales revenues year on year, in declining market conditions, with return on investment being achieved in **just 6 months**.

By using SalesLogix, the marketing department have regained hours of administration time and can now deliver tightly targeted marketing messages more frequently.

Salespeople can now easily access all customer information and track history in one central system, allowing them to be more productive, even whilst on the road. They can see all past quotations at a mouse click, enabling them to deal with queries and produce new quotes quickly.

With all sales, marketing and account related data stored in the SalesLogix system, Management have real-time access to their sales forecasts, activity reports and other key performance indicators that help them make informed and timely decisions.

The IT department now has more time to manage other projects and value adding activities.



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