



Polar Instruments implement SalesLogix as a world-wide, multi-office, application.

Case Study

THE CUSTOMER

Polar specialises in accurate easy-to-use software for electronics designers and printed circuit manufacturers who need to manufacture systems which operate at very high computing and communications speeds.

They have around 18 employees in 3 regional offices plus 5 franchises. Their website is published in 7 languages and local language support – especially in Asia – is important to the smooth running of their CRM installation.

Polar are unique in their industry in that they provide both high speed modelling software and test equipment to both designers and fabricators. In an industry where communication between design and manufacturing is sometimes weak, Polar helps bridge the gap.

THE CHALLENGE

Polar were using different versions of ACT! contact management system across their different office locations, together with Excel spreadsheets for their *PolarCare* maintenance programme.

Whilst this system worked in principle, Polar had outgrown it and needed a world-wide CRM system to support their move into software sales and renewals. At the same time they had started to move from a distributor sales model to one with more regional offices and franchises and needed a system to support it.

THE SOLUTION

Polar looked at Web based ACT! and also other commercial Web only packages but the primary issue was that web only solutions did not give them the offline flexibility required, especially when working in hotels and remote country areas where their customers are often based.

SalesLogix offered flexibility, and came with the advantage of a user interface which was familiar to their ACT! users. Synchronisation was also a deciding factor together with having a system that fits the requirements of their organisation with minimum customisation, knowing from past experience that extensive customisations could cause issues when a platform is updated. SalesLogix gave them 99% of the functionality they needed right away.

Given Polar's Head Office location, it was decided to host the entire system, using a hosting service provided by empath-e. This enabled Polar to take advantage of links from London through the major communication hub at Tele-House, rather than local low-level links and to ensure the system operated optimally.

Customer Summary

- Founded in 1976
- Operations in USA, Europe, Asia/Pacific
- Design software and test equipment for the electronics industry
- 18 Employees and growing
- 3 Regional Offices & 5 franchises

THE RESULTS

"The support and dedicated determination from empath-e to get us up and running really impressed us. We arranged the switchover for a Friday at 12pm and we were up and running at 2.30pm of the same day! An interesting side benefit of hosting is one of equality – it is no secret that some offices were concerned that the "master" database would be held at head office and the regional offices would have a cut down service. Hosting and putting most of the company on remotes gave us better performance and resilience, and removed a psychological barrier to implementation."

Martyn Gaudion, Sales & Marketing Director

Polar initially used SLX for basic records of addresses and communications, and have gradually moved to full use of opportunities, and ticketing. Interestingly the ticket system is proving useful - not only for tracking support, but also for the management of product enhancement requests—previously these were collated on a series of Word documents, and often took hours to interpret. Now the ticket system provides a concise and accurate method for tracking, costing and implementing customer requested enhancements to our product range—the result being that their customers have seen a noticeable improvement in customer service.

Communications are now easily tracked. There is no more searching through thousands of emails in an outbox and SalesLogix is also used as a marketing tool to target their 18,000+ list of industry professionals.

"The regional offices say they can't live without it. Need I say more..."

Martyn Gaudion, Director



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

SalesLogix Wins

- 99% of functionality required "out of the box"
- Remote Flexibility
- Synchronisation
- Local language support
- Hosted by empath-e
- Expertise of empath-e in understanding business issues and technical capabilities

"That all seemed pretty painless – thanks to your hard work and excellent preparation!"

Ralph Bryce

System Administrator

THE FUTURE

Polar are completely satisfied with their present system and have been impressed with the forecasting capabilities the system provides, allowing them much greater insight into how well their sales pipeline is adapting to market conditions. In the future, they expect to take advantage of several new features available in later editions of SalesLogix and are investigating the marketing functionality added by Concep Global and AbachiGo, with integration added by empath-e Limited.

Since going live, the Internet's global reach has become much more stable in out-lying areas and certain users are switching to the *Remote Desktop Client*—this provides a zero-footprint install and the added advantage of direct access to the live system, without the need for synchronisation. A short-cut on each desktop gives them access to SalesLogix, local printers and the complete Microsoft Office environment—all without the need to install any software. Upgrades also become much simpler—as once the server is upgraded, everyone is upgraded.



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MAKING CRM MAKE SENSE