

Main News



GrapeCity Visits Siemens Business Communication Systems

Topics:

- ◆ GrapeCity visits Siemens Business Communication Systems
- ◆ GrapeCity establishes a strategic partnership with Virtual Iron (VI)



In 2006 Siemens Business Communication Systems (SBCS) experienced a rapid increase in business that, while certainly positive, also resulted in bottlenecks in sales and customer management. SBCS has a total of 100 sales people in the north, east and south regions of China, and has industrial business representatives called Business Developers for the different sectors of its markets. In order to increase the professionalism of its sales management, SBCS executives decided to establish a matrix management model to strengthen control of sales and marketing, with a CRM system as an essential tool. SBCS selected Microsoft Dynamics CRM as the system and GrapeCity to do the implementation.

taken into account the needs of the various business units, the system could now be used as the sole tool for internal sales forecasting, allowing managers to forecast sales opportunities three to six months in advance and to define corresponding sales strategies based on their analysis of the data. As a result the CRM project has helped SBCS greatly increase the rate of closing sales deals.

An essential factor in SBCS' s success with their new CRM system was management' s decision to make this a priority from the start. For example, even today flying eagle posters can be seen everywhere on the walls of the offices and meeting rooms: "This is a specially designed poster to

GrapeCity Solutions Manager Jack Li and Marketing Manager Albert Fang paid a special visit to SBCS on December 2007 to review the status of their Microsoft Dynamics CRM system after one year of use.

In reviewing the past year, Wang Qiang, SBCS Director of Service Fulfillment, emphasized how important their users, especially the sales divisions, felt the initial planning that had gone into the design of the system was. Having



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GrapeCity has established a strategic partnership with Virtual Iron (VI) to resell their virtual server products and solutions, and to provide configuration services, training and technical maintenance support services for VI in China. Virtualization technology can help enterprises significantly enhance management of their IT resources by increasing flexibility and reducing IT infrastructure complexity and cost. In addition, VI helps IT Admin provide better service to internal users.

Virtual technology is a rapidly-growing area of IT as more and more companies seek to reduce costs, increase their resource utilization, improve data security, and take their IT management to the next level. By using VI, GrapeCity itself has greatly enhanced the utilization of network resources. In fact, we are so impressed with it that we look forward to helping our customers experience the same benefits from VI.

promote our customer relationship management project with our employees. SBCS has put great emphasis on the CRM project, and we have every confidence that with it we will continue solving sales management challenges as we encounter them. We made it happen with help of GrapeCity."

Project Background:

With the support and cooperation of SBCS sales, product, marketing and IT divisions, GrapeCity consultants conducted a thorough-going analysis of the SBCS business model and goals, and designed a solution suitable to their practical conditions. The CRM solution focuses on solving the requirements of the SBCS sales team and the management of customers, while fulfilling the procedures of direct marketing, channel sales, service sales, marketing analysis, telesales and others. This solution can be summarized as having the following aspects:

- Matrix management: With the matrix management structure of Microsoft Dynamics CRM, SBCS can integrate staff from various functional divisions into one project according to the specific needs of users, and provide a multi-route reporting system so that users may carry out their duties with flexibility and a clear understanding of objectives.
- Multi-account management: key accounts may contribute to a number of product lines. Dynamics CRM supports the approach of "multiple account managers for the same customer", which helps sales have flexibility, and provides a new way to manage customers. At the same time, the system can allow multiple account managers to work in parallel, avoiding interference among managers through the system' s ability to configure access rights in great detail.
- Sales stage management: SBCS makes full use of Dynamics CRM' s well developed sales process design which includes clearly articulated sales stages, so important to effective sales management. SBCS ensures that the requirements of each stage in the sales process, from leads, to bidding, all the way to contract sign-off, throughout the sales cycle are met before moving to the next stage. This systematic control is maintained according to

the scale of different projects for all the sales stages.

- Comprehensive management of multiple product lines: SBCS has many product lines with various types of sales people and management methods. The CRM system can handle these multiple sales patterns in parallel ways and set up priorities and categories for easy management and monitoring by managers.

- Sales performance and target management: Managers may establish specific indicators by product line to use in setting annual sales performance targets, and then use them to conduct monthly or quarterly sales performance reviews with subsequent refinement of the targets.

- Account management: the system can make a statistical analysis of customers by industry, helping sales people and managers to have a clear understanding of their markets. They can then develop specific strategies for each type of customer based on an analysis of customer needs, strengths and opportunity.

With rich experience in CRM implementation projects with many customers, GrapeCity understands how project success is closely related to the expectations and involvement of the customer' s management team. The policy that SBCS set for users of its CRM system is a valuable example to other companies. In order to improve the utilization and data quality of the CRM system, SBCS checks the data with their SAP system regularly. It also links this with the performance appraisal of their staff. By being a top management priority from the beginning with high requirements for data integrity and conscientious use of the system, now one year later, they have remarkable data quality, and their employees have developed good work habits for recording customer information into the CRM system consistently.

As the sales staff come to recognize the true help that the system can be to their daily work, they are more than willing to use the system, and the company is better able to meet its business targets. GrapeCity believes that the successful experience of SBCS with its Dynamics CRM project will surely be able to be a "best practice" model for other Dynamics CRM customers.

