

Release Date: 19.12.05

SEROTEC INVESTS IN EXCESS OF £45,000 ON SALESLOGIX FROM CPIO

CRM solution to support international sales and marketing activity through integration with back office

Serotec, the international manufacturer and supplier of high quality antibodies and immunological reagents for medical research, has purchased a Sage SalesLogix CRM solution from business software specialists CPIO in a bid to improve efficiency across the company. The Customer Relationship Management (CRM) solution will replace Serotec's current disparate customer databases with a single solution that will also integrate seamlessly with the organisation's Sage Line 500 back office software. By making this move, Serotec will achieve more accurate and real-time sales and customer information for the company's international sales teams as well as all other customer-facing employees and management.

Serotec currently has 60 employees based in the UK, and 20 across their offices in the USA, Germany, France and Scandinavia. The new SalesLogix solution will store all customer information on a central server to be held at the UK office, while enabling remote access for other users via laptop computers.

Tim Bernard, sales and marketing director at Serotec states, "All of the sales teams were working from separate customer databases, making it difficult for other members of staff to access this information. We made the decision to look for a CRM solution so that we would have a centralised database where current sales and historical information on customers could be accessed easily."

As Serotec is an international company with offices around the world it was necessary for the CRM solution to be robust and support international languages. Serotec shortlisted two CRM solutions, SalesLogix and a hosted solution; SalesLogix offered the best overall solution that met Serotec's particular requirement for seamless back office integration. Bernard comments, "In order to truly improve the efficiency of our staff and ultimately provide a better service to our customers, we felt there was no point in implementing a solution that would not provide complete integration with our accounting system, Sage Line 500. We believe that SalesLogix will provide us with time savings across the business as staff and management will have instant access to accurate customer information."

In the future, Serotec plans to develop the use of the marketing module within SalesLogix which will enable the effective analysis of marketing campaigns. The module provides templates for marketing activity and holds pre-defined databases to support fast and effective campaigns.

(Continued over)



Providing ERP & CRM Consultancy,
Implementation & Integration Services

Press Release

www.cpio.co.uk

0844 880 6140

Bernard concludes, “The CPiO representative implementing SalesLogix and training our staff is extremely knowledgeable and has demonstrated an acute understanding of our business requirements. We have also found that CPiO is well respected within the industry and we have confidence that they will continue to support us.” Serotec has opted for a phased implementation across their international sites, with the server firstly being implemented in the UK. The solution will then be rolled out across sites in France and Scandinavia, with Germany and the USA to follow early next year.