



MONDAYCALL
S O L U T I O N S



BACKGROUND

SCL (Scientific Computers Limited) delivers consultancy, training and software to enable organisations to maximise the benefits from their web presence and software applications. SCL resells products and provides services for marketing software, software testing, code quality and web application performance. SCL is an authorised reseller for leading technologies and suppliers including SearchForce, AppDynamics, IBM(Unica), Pattern Insight, Empirix, Grammatech, Lattix and Oracle.

“Our business differentiation is providing best of breed products from quality suppliers coupled with a high level of technical competence in consulting, training and support,” said Alan Hall, Managing Director at SCL.

CHALLENGES

SCL was using a legacy CRM product (Saleslogix) that was not scaling to meet their specific needs. In particular, SCL experienced the following limitations:

- SCL needed to integrate with LinkedIn, Mint (contact data) and newer versions of the Microsoft Office stack
- Business process flows such as email campaigns and sales quoting and order processing were manually intensive
- The legacy CRM’s client-server architecture meant more maintenance and administration

While the SCL staff and management are highly capable, they wanted to spend less time on inefficient tasks and focus their efforts on their core business.



Vital Statistics

- Software value-added reseller and consulting organization
- Based in West Sussex, United Kingdom
- <http://www.scl.com>

Business Challenges

- Eliminate time-consuming manual processes – automate processes from campaign management to proposal to invoicing to customer support case management
- Derive their business metrics from gross margin instead of top-line revenue
- Gain visibility with better business reporting
- Handle multiple currencies, multiple suppliers, multiple product pricebooks

Solution

- Migrate data from Saleslogix to salesforce.com. Remove need for Crystal Reports to generate reports.
- Optimize salesforce.com to map to business requirements
- Integrated Mint and LinkedIn
- Configured and deployed Silverpop for email marketing
- Configured and deployed CongaMerge for quoting

SCL had several goals in mind when migrating to salesforce.com.:

Automate and scale as many processes as practical from lead generation to statement of work (SOW) to invoicing to ongoing support – this meant minimizing steps, creating integrations and taking advantage of applications in the Appexchange

- Run their business more effectively by driving their business data and metrics on gross margins rather than on top line revenue. As a reseller, their business is driven from gross margins. Because SCL sells many different types of products worldwide they must be able to handle multiple currencies, multiple suppliers (all with different discount models) and multiple pricebooks
- Gain visibility into their business so that they can optimise sales and customer service.

“In our history, we’ve worked with numerous CRM systems! It was clear salesforce.com had all of the capabilities we needed in a powerful, flexible solution with a large eco-system of third party apps. We knew exactly what we needed but didn’t have the time or expertise to architect and rollout a solution internally.”

- Alan Hall, Managing Director at SCL

SOLUTION

MondayCall Solutions started first with a discovery session and business process review in order to understand the key drivers to their business. MondayCall then created and signed off on requirements and created a design that included the following configurations:

- Migration of data from Saleslogix to salesforce.com
- Set up of scalable Contacts, Accounts, Lead and Opportunity data and process to manage customer and supplier business processes. The workflow was automated from email campaigns to proposal/SOW to invoicing to ongoing support
- Set up of Silverpop to create a more scalable web-to-lead process. Silverpop enabled SCL to scale by allowing detailed market segmentation and follow up tracking for responses from potential customers. Silverpop enabled SCL to score their leads so that they could focus on the highest priority opportunities.
- Set up of CongaMerge so that the quote and invoicing process could be automated.
- Set up of Products so that pricelists could be managed and reported on. Support was required for multiple currencies.
- Set up of reports so that both management and individual sales people could forecast and manage invoicing of billable hours.
- Set up of Support so that SCL could provide better and more efficient service to their customers.

With these new improvements SCL was able to rollout a solution that extended salesforce.com and provided solutions for:

- Lead and campaign management
- Pipeline management including quoting
- Billable Hours tracking
- General customer invoicing
- Customer support case management and email-to-case

And with a series of reports to provide visibility at the most important stages of the process.

“When we were looking for help, we wanted to get great expertise, even if we needed to engage with a consultancy on a different continent. MondayCall Solutions understood our complex business and with their expertise, we were able to architect and roll out a solution, on budget and on time, that has made our team significantly more productive and effective.”

- Alan Hall, Managing Director at SCL

