

»Thanks to arvato systems, we are now in a position to implement marketing campaigns in the shortest possible time with Microsoft Dynamics CRM. This allows us to react much more quickly to current market trends.«

Paul Weber,
Head of Marketing, Eurocoles GmbH & Co. KG



EURO POLES

Customer

- Eurocoles GmbH & Co. KG has been active in the pole construction sector for more than 100 years and is a leader on the European market, a highly competitive market, where Eurocoles maintain a strong position on the back of its experience, high profile, and extensive range of products. "We dominate not only steel construction, but also modern technologies like 'prestressed spun concrete' or 'fiber-glass-strengthened plastic,'" emphasizes Paul Weber, Head of Marketing at Eurocoles. "It's true that competition is tough in some business fields, but there are very few companies in the world with a similar range of products," he adds. The company's production operation employs more than 1,000 people in Europe and Oman. It has sales offices in most European countries. Its annual turnover in 2010 amounted to EUR 125 million. The proportion of international sales was around 40 percent.

Usable Customer Data in Record Time

Software sought for sales optimization

Initial situation Almost all of Eurocoles' business fields, including energy, communication, and transport, depend on major projects. The situation in the lighting division is very different. "This division deals with a traditional mass market. In 2011, we expect to sell 300,000 lamp posts and prepare more than 20,000 proposals," says Paul Weber, outlining the division's market volume. Its customers include local authorities and public utility companies as well as electrical wholesalers and lighting manufacturers. "It is a complex market and our success depends on the innovation and efficiency of our processes," adds Weber.

In order to streamline processes in the customer-oriented divisions and achieve a higher degree of market transparency, Eurocoles launched an extensive optimization project in the spring of 2010. However, the right software was not in place to implement the concept. "We were looking for a flexible CRM solution that could be inserted between SAP and Outlook or Exchange Server," emphasizes Weber, who is Head of Marketing at Eurocoles. In the fall of 2010, Eurocoles opted for Microsoft Dynamics CRM. In addition to investment security, key factors in this decision were the wide range of functions and the flexible program structure of the software.

The contract for the implementation was awarded to the Microsoft partner arvato systems GmbH. The decisive factor was the approach and the longstanding experience of the Gütersloh-based system integrator in the area of CRM rollout. "We looked at several software houses. arvato systems was able to make concrete proposals for our concept at our very first meeting. During the meeting, further requirements were also incorporated. The decision was easy for us in the end," says Paul Weber, giving the reasons for the company's choice.

Solution The implementation phase was launched at the beginning of October 2010 – just three weeks later, everything was wrapped up and the first 20 workstations were equipped with Microsoft Dynamics CRM. It was possible to complete this so quickly mainly due to lean project planning, which in turn was made possible thanks to the pragmatic and flexible approach taken by arvato systems and because Eurocoles had created a 100-page concept to cover all processes. ➤

»arvato systems managed to implement the CRM project in a professional manner and on a tight budget. The experts quickly became familiar with our business processes and took an active role in shaping the ongoing development of the project.«

Paul Weber,

Head of Marketing, Eurocoles GmbH & Co. KG

Instead of trying to fulfill as many requests as possible in one go, the project team concentrated on the core requirements: the consolidation of customer information and its enhancement with customer and market-related data. "We surveyed local authorities about their purchasing patterns and extended contact data to include logistical, technical information," explains the Head of Marketing. Today, he says, they cannot only see the sales figures and potential of individual customers, they can also find out which products, materials, and coatings are used. The connection to SAP allows information from order processing to also be incorporated.

Microsoft Dynamics CRM saves the company both time and money: Eurocoles can now send out trade fair invitations to specific customers who are genuinely interested in the products in question. Innovations and services can be sold in a more targeted manner using cross- and up-selling. Add to this a more efficient sales process. Previously, Eurocoles had been unable to follow up on every quote; now, this is no longer the case.

Customer benefits Faster ROI: The employees have also noticed these significant improvements. The feedback has been just as positive. "Even older employees are getting to grips with Dynamics CRM and are making suggestions for improvement," says a pleased Paul Weber. Weber believes the success of the project is due to the early involvement of the workforce in the projects and the timely sales training courses.

From the point of view of management, the transparency gained is one of the most important improvements. "Today, Eurocoles knows more about its customers than ever before. The project also had such a lean design that the ROI was achieved within the shortest possible time," explains Karl Wimmer, CEO of Eurocoles GmbH & Co. KG. CRM is a decisive factor for Eurocoles, as the CRM software will be continually expanded in the next few months: Having introduced the software at international sites in France and Poland, the company is now focusing on expanding the system. For example, extensions to campaign management, sales force management, and the support of tenders are in the pipeline.

Any questions? Please contact us.

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As a global systems integrator, arvato systems implements tailored, industry-specific, and custom-developed solutions in addition to standard software. 1,700 dedicated employees work at the company's 25 sites throughout the world. Our customers appreciate the combination of strong industry expertise, technological knowledge spanning all manufacturers, genuine partnership, and true entrepreneurial spirit. With our range of products and services, we help pave the way for your business success.



An Overview of the Case

INDUSTRY

- Pole construction

PROJECT

- Launch of Microsoft Dynamics CRM

TECHNOLOGY PLATFORM

- Microsoft Dynamics CRM