



## Case Study

### Oracle CRM On Demand

## ABOUT FUSION5

Fusion5 aims to provide higher levels of service and value to organisations that have recently implemented, or are about to implement leading software package solutions such as JD Edwards, Oracle, Pivotal and PayGlobal.

Our guiding principles include:

- » Ensure the customer implements the foundations correctly
- » Work with our customers to offer a fresh perspective and new ideas
- » Deliver value through speed, effectiveness, communication and closure
- » Present opportunities to enable our customers to leverage their investments into the future

Fusion5 delivers on these principles. We have a team of consultants with a wide range of industry experience, years of implementation expertise, and practical hands-on configuration knowledge. We have seen many, many installations, and we know what works and what doesn't.

Having worked in the services market for many years, we have also gained practical experience in the most effective ways to optimise enterprise solutions so that they deliver additional business benefits to your organisation.

As a leading provider of mid range solutions, our team offers the full range of consulting services including onsite consulting and remote applications management, tailored workshops, documentation, technical design and architecture and software development.

## FUSION5 IMPLEMENTS CRM ON DEMAND

**With offices across both Australia and New Zealand, the hosted nature of an on-demand solution, accessible anywhere over the internet, means customer information is easily shared across Fusion5's New Zealand and Australian operations.**

"From the CRM solutions we sell, we chose to implement Oracle CRM On Demand, and we have not been disappointed with that decision," says managing director Rebecca Tohill.

"As a reseller, our business obviously has a strong focus on sales. Additionally we have a growing sales force working across New Zealand and Australia," says Tohill.

"What prompted us to consider implementing an 'on-demand' CRM solution was the ease and speed of deployment. CRM On Demand offers a high level of visibility as far as seeing what our sales reps were doing, who they are talking to, what leads they are generating, what campaigns they are running, the results of those campaigns, follow-ups on leads, and how we are converting leads to opportunities," she says.

"Because we sell multiple solutions from several vendors we want to make sure that we maximise the opportunities with our customers. This made it even more important to have accurate, up-to-date records of our interactions with all our customers."

"We didn't want to have to build up our own IT infrastructure which would have meant having to commit internal resources to both deployment and support. Because Oracle host and manage the system, provide 24/7 support, and CRM On Demand is fast to deploy it was an obvious choice."

All up, Oracle CRM On Demand costs Fusion5 well under \$100 per user per month.

As well as being cost-effective, the solution has

delivered numerous efficiencies and business advantages. With many highly mobile staff, the ability to access and update a central CRM repository online provides a huge efficiency gain.

Oracle CRM On Demand has also given Fusion5 a powerful tool for running effective, highly targeted marketing campaigns. Suitable targets for an email campaign can be easily selected from the database based on selected criteria.

"We can set up a campaign with a budget and identify how many leads we've obtained from that campaign and then identify how quickly we're converting them to opportunities," says Tohill.

"You can do breakdowns based on geography, meaning you know where leads are coming from and that can help determine where you want to put more sales focus. You can also do breakdowns by industry type. We've set the solution up so it provides us with lots of different information that we didn't have before."

Oracle CRM On Demand has also simplified the way Fusion5 communicates with its vendors.

"We need to report back to vendors on a regular basis as to what we are selling and we can now quickly produce a list from our CRM system. Previously the process involved numerous phone calls to numerous people and to try and gather the information. Now it's all in one central repository."

Fusion5 plans to enhance its Oracle CRM solution even further by linking it to the consultancy's support centre.

"At the moment it's very much a sales and marketing tool, but it has strong service management capability so we hope to extend the solution through into our help desk meaning a tighter link-up with our sales and marketing processes," Tohill says.