



## KROHNE AUSTRALIA CHOOSE ORACLE CRM ON DEMAND

**ORACLE**  
CRM ON DEMAND

### Benefits:

- Hosted web based solution
- Minimal customisation required
- Easy to produce relevant reports
- Sales information easily accessed
- Secure data warehousing
- Integration into Outlook
- Easy to convert current data into the CRM On Demand solution

KROHNE Australia is a leading supplier of technology based flow and level measuring equipment to a multitude of industries and businesses in Australia and South East Asia. KROHNE Australia is the wholly owned subsidiary of its parent company KROHNE Messtechnik in Germany.

At the end of 2005, KROHNE Corporate rolled out a Customer Relationship Management (CRM) solution that ran on the back of their BAAN ERP software. The aim of the implementation was to allow KROHNE to become more customer focused, improve customer satisfaction, increase forecasting accuracy, allow the company to better track trends in the marketplace and critically, to establish a common customer database. "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.

The BAAN CRM solution was to be hosted in KROHNE Shanghai's headquarters using a web based version of the software. Initial investigations into the BAAN CRM were promising; the system was well setup, the work flow was logical and sales funnel reporting was very good.

Unfortunately the WAN connection to Shanghai was less than average in terms of speed and quality and poor response times during testing meant there were frequent line dropouts. This situation meant KROHNE had to look for an alternative solution as the local hosting of BAAN and CRM servers was not possible due to the costs involved and the lack of IT staff to support the undertaking.

# FUSION5 CASE STUDY

## 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.

Contact Fusion5 on 04 473 4552 or 09 379 0525

KROHNE subsequently investigated a CRM solution from a leading software provider and considered this solution unsuitable, again for cost and IT support reasons. The proposed solution would involve significant outlays for new servers, place unexpected demands for added IT support staff and would have involved a lengthy implementation phase with all the associated costs involved.

Fusion5 contacted KROHNE about their solution offerings and after close scrutiny and a demonstration KROHNE decided to work with Oracle CRM On Demand.

The reasons for KROHNE's decision were numerous, including:

- The hosted web based solution meant KROHNE would not have to purchase and maintain new CRM servers. The requirement for additional IT support staff was also eliminated.
- The out of box CRM On Demand more or less met all KROHNE's needs with minimal customisation being required. As such the implementation time for On Demand was seen as significantly faster than other solutions investigated.
- On Demand reports were easy to run and featured highly relevant data to KROHNE's business without the need for customisation.
- The ability to allow opportunity information to be easily applied to sales forecasting and ease of accessing sales pipeline information.
- The security of Oracle's data warehousing and the assurance of uptime and system availability.
- Integration into the Outlook email client and the ease of synchronising tasks and calendar between Outlook and On Demand.
- The ability to utilise an offline version of CRM On Demand for their mobile sales team in the event of the non-availability of Internet access in remote locations.
- Easy ability to import current customer and contact data into On Demand.

Since being live on Oracle CRM On Demand, KROHNE has invested in further licences and rolled the solution out further within the organisation.