

## ▶ PHI DATA

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### Business Issues

Peripheral Hardware Integration (PHI) DATA is a highly automated organization where hardware and software tools central to the company's business provide powerful process optimization capabilities at both the front and back ends of its operations. The company was missing, however, a high-performance customer relationship management (CRM) package that would integrate with its back office operations to deliver a blend of accurate product data, customer information, quotations and order information. Further leveraging their previous investment in SSA Global, PHI DATA chose SSA CRM to help standardize pricing policies, streamline sales processes and provide more uniform information to customers.

### The Company

PHI DATA, with almost 25 years in operation, has built a solid reputation in the Benelux IT marketplace as a major supplier of automatic identification and print systems for professional users. The company supplies a wide range of printers, barcode scanners, decoders, portables, software and accessories, and radio frequency equipment for wireless communication. Its customers represent leading companies in various industries including transportation and warehousing, retail, financial services, the public sector, and healthcare.

### What's Critical

PHI DATA needed to gain transparency, consistency and uniformity in its sales processes to better manage and control varying pricing policies, and to provide more accurate quotes to customers in terms of product, price and other information. In addition, their solution would need to manage a wide range of

company	PHI DATA
solution	SSA Customer Relationship Management
product	SSA Sales Force Automation, SSA Configuration
platform	Windows 2000
database	SQL server
industry	high-tech and electronics
customer revenue	EUR 23M
employees	130
country	Netherlands

product combinations to help sales representatives create quotes without recourse to the internal support group, and to identify higher-level product options and combinations for more effective up-selling.

To accomplish these goals, the solution would need to pull information from across the enterprise and push it out to the sales force, with orders and customer information feeding through its back office to avoid mistypes, improve efficiencies and optimize order fulfillment. PHI DATA recognized that implementing an integrated solution that could fulfill these requirements would ultimately improve management and control of pricing, product configuration, and customer interactions.

### Finding the Right Solution

To integrate front and back office operations and to achieve its CRM requirements, PHI DATA selected the powerful range of SSA CRM solutions from SSA Global, a global provider of extended enterprise business solutions. Koos Boer, General Manager at PHI DATA, said, “We had already implemented SSA ERP and were interested in leveraging this investment.

At the same time, we needed an environment and technical foundation that was scaleable and would address our evolving go-to-market strategy. Since SSA CRM and SSA ERP are integrated, the decision to implement the SSA Global solution was an easy one.”

### Implementing Fast

As an existing SSA ERP user, PHI DATA had a standardized solution across all sales, finance, logistics and services functions. This new SSA CRM suite of solutions was a perfect match since it easily integrated into its existing setup. SSA CRM provides a complete CRM backbone to extend support for customers and prospects by helping PHI DATA reduce errors in shipments and invoices, and supply accurate quotes more rapidly.

### Making it Pay

SSA CRM helps PHI DATA better manage and control different pricing policies, extend the visibility of the sales process, enhance the speed and presentation of customer quotes, and deliver complex product configuration proposals — all through the integration of key business processes across its front and back office operations. Customer

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## ► integrated CRM applications for greater control and efficiency.

information, with more detailed and faster internal communication relating to sales and opportunities, is readily available to a large number of employees. Users can generate proposals quickly, communicate relevant information to opportunities, immediately access pricing and product information, and offer the right combination of products in quotes.

**Improve Professionalism.** Mr. Boer stated, “SSA CRM is helping us reduce the number of errors in quotes and proposals. Before, this was a manual process in both the pre- and post-sales cycles. With SSA CRM, the time required to produce proposals has reduced from one week to just a few hours. We have also reduced rework time on quotes and proposals from five percent to 20 percent depending on the complexity of the proposal. The result is that product support specialists spend less time and attention in the quote and proposal phase and more time providing our customers with accurate documentation. This saves us time and improves our customer presentation and professionalism.”

**Reduce Errors.** A module of SSA CRM, SSA ConfigurationPlus, has helped PHI DATA benefit in other areas by significantly reducing errors in product configuration. This enables the logistics department to order and stock the right products and add-ons, technical engineers to spend more time on complex issues, and the helpdesk to spend less time on related questions. Proposals and worksheets are transferred with the click of a button, pricing information is automatically updated and readily available, and field sales staff can access accurate information remotely at the customers' premises or at home via a virtual private

network (VPN) connection.

### **Forward Faster - Into the Future**

The level of integration allows users including management, sales, marketing and communication, and customer services staff to share and act on information more effectively than ever before. This ultimately shortens the sales cycle and facilitates intelligent up-selling and cross-selling, ensuring a higher closure rate. It also provides a solid foundation for our future business needs while allowing us to easily integrate other SSA Global solutions as our business dictates.

### **about SSA Global**

SSA Global™ is a leading provider of extended enterprise resource planning (ERP) solutions for manufacturing, services, and public organizations worldwide. In addition to core ERP applications, SSA Global offers a full range of integrated extended solutions including corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has 121 locations worldwide and its product offerings are used by more than 13,000 active customers that represent market-leading companies in over 90 countries. For additional information, visit the SSA Global web site at [www.ssaglobal.com](http://www.ssaglobal.com).



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## contact SSA Global

### Global Headquarters

500 West Madison Street, Suite 1600  
Chicago, Illinois 60661, USA  
T +1-312-258-6000  
F +1-312-474-7500

### Asia, Pacific & Japan

T +612-9855-7100  
F +612-9855-7298

### Europe, Middle East & Africa

T +44-1276-417-200  
F 44-1276-417-201

### Latin America (Brazil)

T +55-11-5508-8800  
F +55-11-5508-8801

### Latin America (Mexico)

T +52-55-52-01-55-00  
F +52-55-52-01-55-90

[www.ssaglobal.com](http://www.ssaglobal.com)

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