

» Barco

“Barco sales forces and their management are now working closer as a team. Response time to customers has increased so customer satisfaction has also increased.”

—JAN BRUGGEMAN, PROGRAM DIRECTOR, BARCO



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—BRUNO DAISSORMONT, PROJECT MANAGER, BARCO

► automate sales forces.

Business Issues

Barco, a leading electronics manufacturer, believes that investing in solutions to automate processes will bring greater returns in efficiency and customer satisfaction. In executing on this strategy, the company realized it needed to invest in a customer-centric solution that would enable them to streamline and improve sales processes. Barco implemented SSA CRM to help manage its global sales force, which has improved customer satisfaction through real-time communication at multiple touch points.

The Company

Barco, a world leader in display and visualization solutions, headquartered in Kortrijk, Belgium, provides visualization and display solutions for professional markets. Barco designs and develops solutions for large screen visualization, display solutions for life-critical applications, and systems for visual inspection. Barco is active in a number of fields including traffic, surveillance, broadcasting, presentation, simulation and virtual reality, edutainment, events, media, digital cinema, air traffic control, defense & security, medical imaging, avionics, and textiles. Barco has its own facilities for Sales & Marketing, Customer Support, R&D and Manufacturing in Europe, North America and Asia Pacific. The company employs more than 4300 people and posted revenues close to euro 630 million in 2003. Barco is quoted on Euronext Brussels and is a BEL 20 and a Next 150 company.

What's Critical

Top Barco executives realized that the nature of their business was changing, from predominantly product sales into more system- and services-focused sales. With a network of subsidiaries, distributors

company	Barco
solution	SSA Customer Relationship Management
product	SSA Sales Force Automation
platform	Windows NT®
industry	Hi-tech and Electronics
customer revenue	EUR €630M
employees	4300
country	Belgium

and agents in 97 countries throughout the world, this meant they had to find a solution that would enable them to share information with sales teams across the globe, provide the ability to maintain price books centrally and ensure that customer proposals were produced efficiently and consistently. Barco's solutions are installed in a broad range of applications – so it was important that the chosen solution provided a tool that could help them configure complex products and systems.

Finding the Right Solution

Bruno Daissormont, Project Manager at Barco, explains how his company found the right solution: “SSA Global was selected after a comprehensive review of all the major CRM vendors based on the best compatibility and a number of other objectives. We wanted a tool to configure complex products and systems. Improving information sharing was also a key objective and the SSA Global solution made this possible.” SSA CRM provides the industry's broadest range of comprehensive customer relationship management systems, software and applied business intelligence solutions. A main consideration in Barco's choice was the fact that SSA CRM is particularly suited to businesses in the Electronics industry.

The company chose to install a key component of SSA CRM, SSA Sales Force Automation, which helped them reduce the cost of ownership and increase the impact of their customer intimacy strategy and implementation. SSA Sales Force Automation is a powerful tool that offers a global view of sales projects, centralizes and automatically updates price books, generates sales forecasts, and reduces the proposal creation process.

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» improve customer satisfaction.

Implementing Fast

SSA CRM was implemented for the worldwide sales organizations of Barco Presentation & Simulation, Barco Media & Entertainment, Barco Control Rooms and BarcoView. Pilot teams were trained step by step and a strong internal communication program was instituted to help ensure that users were comfortable with the solution and that the implementation went smoothly. In order to increase efficiency, the SSA Global solution was integrated with Barco's legacy back-end ERP system in Belgium so that orders could be fed directly from SSA CRM into the company's back office financial and manufacturing systems.

Making it Pay

With SSA CRM, Barco has been able to consistently manage and close deals on a global basis. Price books are now maintained centrally and kept up-to-date, giving the company a uniform tool for sales-forecast generation. Barco sales staff can now create proposals in as little as three hours rather than a week, which it took before implementation – a reduction of over 90 percent.

There are now more than 300 users live on SSA Sales Force Automation. Since its implementation, “SSA Sales Force Automation has lowered Barco's customer response times by as much as 90 percent, which has increased the customer satisfaction rate,” says Jan Bruggeman, Program Director at Barco.

Forward Faster™ - Into the Future

The next step for Barco is to rollout the solution across the rest of its group and extended enterprise, and explore further integration with its existing back-office systems.

about SSA Global

SSA Global™ is a leading provider of extended ERP solutions for manufacturing, distribution, retail, services and public organizations worldwide. In addition to core ERP applications, SSA Global offers a full range of integrated extension solutions including corporate performance management, customer relationship management, product lifecycle management, supply chain management and supplier relationship management. Headquartered in Chicago, SSA Global has 63 locations worldwide and its product offerings are used by approximately 13,000 active customers in over 90 countries. For additional information, visit the SSA Global web site at www.ssaglobal.com.



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