

▶ IDAB WAMAC International AB

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—ANNA-KARIN JÖNSSON, MARKETING MANAGER, IDAB WAMAC



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► access updated client information immediately and easily.

Business Issues

At IDAB WAMAC International AB (IDAB WAMAC), extensive technological resources have been deployed to increase productivity and lower operating costs. Furthering their efforts to capitalize on advanced technology, IDAB WAMAC has implemented SSA Sales Force Automation (SFA), a CRM solution from SSA Global.

IDAB WAMAC uses SSA SFA to provide a central repository for opportunity management, build customer relationships, expedite sales information updates, give users easy access to relevant data anytime, any place, gain a comprehensive, continuously updated overview of the market situation, increase order accuracy, and reduce the need for training.

The Company

IDAB WAMAC is a leading supplier of material handling equipment for the printing industry. The company offers a full range of equipment and systems worldwide, managing more than 100 different projects simultaneously from its offices in Sweden, Germany, UK, and Malaysia.

provider	SSA Global™
company	IDAB WAMAC International AB
solution	SSA® Customer Relationship Management
product	SSA Sales Force Automation
platform	Windows® NT
database	SQL
industry	General Discrete Manufacturing
country	Sweden
implementation	Cambridge Technology Partners Skandinavien AB

What's Critical

Due to the nature of its business, IDAB WAMAC's sales process is relatively long, stretching from one month to five years, depending upon the complexity of the system chosen. The various ongoing projects and long sales cycles require the continuous gathering and updating of large amounts of data, presenting a resource problem. Another problem is in providing easy access for the sales force to this data.

Anna-Karin Jönsson, marketing manager at IDAB WAMAC, further explains: “We used to use non web-based standard spreadsheet software for sales opportunity management, which had a number of drawbacks, including the need for frequent, time-consuming manual updates and the lack of a centralized location to store and access the information. Manual processes made opportunity management vulnerable to human errors, sick days, job changes and so on.”

Finding the Right Solution

Realizing the need for a completely new corporate solution, IDAB WAMAC contacted several suppliers before reaching SSA Global in Stockholm. During a dedicated one-on-one customer workshop, SSA Global and IDAB WAMAC worked through a typical opportunity to see what possibilities the SSA Global solution could offer. “SSA Sales Force Automation offered more for managing long-term projects than any of the CRM systems we had seen before,” says Jönsson.

IDAB WAMAC implemented SSA SFA and uses it as a centralized knowledge database, making updated client information immediately and easily accessible to its sales force. SSA SFA also provides easy access to all of IDAB WAMAC's corporate account information, including key account relationships such as influencers, distributors, clients and partners.

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► obtain realistic, forward-facing views of your business.

Implementing Fast

Implementation at IDAB WAMAC went smoothly and caused little disruption to the company's day-to-day operations. Installation was carried out in conjunction with independent implementation firm, Cambridge Technology Partners Skandinavien AB, which also customized the system's entry fields to accept data specific to IDAB WAMAC's business – such as the associated supplier, or estimated delivery time.

Making it Pay

As a result of the SSA SFA implementation, the process of accessing and updating sales and opportunity information has become much easier. This has helped IDAB WAMAC increase productivity and enhance efficiency among its sales force and in its management reporting, giving the company the flexibility it needs to respond quickly to its ever-changing marketplace.

Within SSA SFA, the 'Big Picture' feature allows sales teams to browse all facets of information relating to a contact, opportunity or forecast. It automatically isolates various important relationships that might otherwise go unnoticed or that might require labor-intensive manual searching to identify. Jönsson says: “SSA SFA's Big Picture functionality is great for obtaining an overview of a company — its products and relationships with other companies, making it easier for us to decide how many resources to allocate to an opportunity.”

In addition, SSA SFA's Sales Funnel feature is an original visual interface that allows sales forces to display strategic accomplishments and total financial projections, giving team members a realistic, forward-facing view of the business and helping them make reliable business projections and planning. “The Sales Funnel feature gives us a breakdown of the sales process,” says Jönsson, “which improves our view on its predictability and gives us insight into the effectiveness of our sales force.”

Jönsson continues: “With SSA Sales Force Automation, it's possible for us to work on an external database and synchronize with our central database. This is very useful, especially for our field sales people, who are out of the office most of the time. They can update their records wherever they are, and whenever they have the time. Now our reporting always includes up-to-date sales information, making planning and decision-making more accurate and efficient.”

Forward Faster™ - Into the Future

“We are currently planning the roll-out of the SSA SFA Forecasting function to our sales team,” says Jönsson. “It will better enable us to inform team members when a sale is likely to close - assisting in the generation of product-specific and opportunity forecasts, and again, adding to management's ability to make more informed financial, manufacturing and logistical projections. We are also evaluating SSA SFA for our international operations, which would help us obtain a truly global picture of our sales processes and better enable us to take real control of the development of our company.”

about SSA Global

SSA Global™ is a leading provider of 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 60 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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