

▶ TSI Holdings Sdn Bhd

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► create tighter relationships with customers.

Business Issues

TSI Holdings has built a CRM-focused IT infrastructure to capture information from developer, architect, designer and contractor contacts. The SSA Global solution enables the leading architectural and construction products manufacturer to record and evaluate information on negotiations, customers and sales executives to improve the quality and speed of sales proposals, and to enhance day-to-day collaboration, both internally and externally.

The Company

Since 1987, the TSI Group has established itself as one of Malaysia’s fastest growing and most respected building products and services companies. Today, the Group is made up of 32 subsidiaries, associates and joint venture companies. The Group continues to grow its business from this important industry with major customers including KLCC, KLIA, Putrajaya, Hospital UKM, and Sunway.

What's Critical

Due to significant growth and business requirements for cost control initiatives, cost-revenue analysis, more informed management decision making and enhanced customer relationships, TSI decided that it was important to develop a company-wide integrated information system. This would help the organisation improve delivery performance, implement new business processes and create tighter relationships with its customers.

company -----	TSI Holdings Sdn Bhd
solution -----	SSA® CRM
product -----	SSA SFA, SSA Marketing
platform -----	IBM® Netfinity® /Windows® 2000
operating system/database -----	Microsoft® SQL Enterprise Server®
industry -----	Discrete Manufacturing
revenue -----	USD \$50M
employees -----	170 with 500+ subcontractors
country -----	Malaysia

Finding the Right Solution

To support this key IT improvement strategy, TSI selected SSA Customer Relationship Management (SSA CRM) to interface with its existing SSA ERP system. Lim Seng Kok, Group Managing Director, TSI Holdings, explains the reason for choosing the SSA Global solution: “We based our decision on the functionality and stability of SSA CRM, the implementation and support services available, and the ability to upgrade the system as the TSI business continues to grow.”

SSA CRM provides TSI with cross-enterprise analytics capabilities to help it effectively manage core business processes, providing end-users with personalised and easy-to-use information; and empowers the organisation to collaborate with its customers and suppliers over the Internet.

Implementing Fast

TSI Holdings implemented SSA Sales Force Automation — a product of the SSA CRM suite — for the Trading and Distribution Division, which deals in ceiling products. SSA Marketing was also installed for use at a later time. SSA CRM is integrated with the company’s SSA ERP solution, which is used by 60 TSI employees.

SSA Global managed the deployment of the CRM products in Kuala Lumpur, Malaysia, linking the Head Office, subsidiaries, offices and warehouses. By following SSA Global’s CRM momentum methodology, the project was professionally planned and well executed.

Foo Loke Ping, Financial Controller, TSI Holdings, says: “The implementation lasted a few months during which time our executives were trained on the software. In this way, the consultants’ knowledge was transferred effectively to our staff. The flexibility of the SSA Global solution has provided us with the ability to easily make changes as required, minimising our process re-engineering effort.”

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—MR. FOO LOKE PING, FINANCIAL CONTROLLER, TSI HOLDINGS

► fast response to business and market changes.

Making it Pay

“In just a few months, we have seen improvements in cost control, reduced duplication of work, better monitoring, faster response and quicker resolution of queries, and improved information access and management throughout the enterprise,” says Foo Loke Ping.

Lim Seng Kok outlines some further benefits as follows:

Better Relationships

- TSI can capture information on various contacts such as developers, architects, designers and contractors.
- SSA CRM allows TSI to maintain records of all business communications with contacts, tracking their career, projects and business dealings with TSI.
- Maintenance of professional and personal preferences allows for better understanding of customers.

Improved Customer Service

- Customer proposals are more closely aligned to customers’ precise requirements.
- Proposals are generally faster to produce.
- Information quality (timeliness, accuracy and accessibility) is improved.

Greater Management Control

- All phases of negotiations are recorded, including all the customer and sales executive data, to support more informed decision making.
- Integration of processes and information enables management to better control product costs, procurement, and projects.

More Efficient Operations

- The solution allows TSI to maintain standardised price lists and create standard proposal templates.
- Company-based operation processes and information flows are streamlined and integrated, enabling more effective management of resources.
- SSA CRM has contributed to enhanced collaboration of sales and marketing staff and of project staff on procurement.

“SSA CRM gives TSI Holdings the ability to respond quickly to changes in our business operations and to market conditions,” adds Lim Seng Kok.

Forward Faster™ - Into the Future

Lim Seng Kok continues: “There are plans to roll the SSA CRM solution out to the rest of the company and to complete the integration to the SSA ERP system.

The SSA Global solution has given us far greater levels of control, has significantly reduced duplicated tasks and has provided TSI with a platform on which to integrate the company’s IT systems. As our business continues to evolve, we will continue to look at the ways in which SSA Global solutions like SSA CRM can support our growth,” concludes Lim Seng Kok.

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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