

CASE STUDY



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NEC Display Solutions designs, produces and delivers leading-edge visual digital technology for a wide variety of markets. The company specializes in desktop LCDs, large-screen LCD and plasma displays and a diverse line of projectors for customers who demand the most high-quality, reliable display solutions to meet their needs. NEC Display Solutions is driven by advanced technologies, industry-leading service and value-added programs that help increase customers' productivity and allow them to see their digital work in a more dynamic way.

Business Needs

- Increased Ease of Use and Convenience through SalesLogix Upgrade
- Effective Method of Migrating a Large Amount of Stored Information

Impact of SalesLogix

- Streamline Sales Process and Overall Usability
- Opportunity for Useful Add-Ons and Future Upgrades

Impact of Partnership with Technology Advisors

- CRM Expertise Throughout Upgrade and Beyond
- Quick and Effective Service
- Future enhancements to SalesLogix

NEC Display Solutions Jumpstarts Sales with Technology Advisors and SalesLogix Upgrade

Critical Business Capabilities

Itasca, Illinois-based NEC Display Solutions works on a number of large-scale projects that involve the manufacturing and selling of significant quantities of LCD, plasma, projector and other types of display screens to customers. For example, if an airport, trade show, or school district was in need of numerous displays, they might call on NEC for its services. As such, the company requires a strong, tightly-run sales process to manage these large customers and their expectations, as well as effectively identify additional business opportunities.

The company had been using Sage's SalesLogix 5.2 solution since 2001, and while they felt the technology had served them well, decided it was time for an upgrade that would allow for increased ease of use and an overall smoother sales process. The idea to upgrade was initially sparked when NEC employees found out they were switching from their Lotus Notes e-mail platform, and began to consider how to migrate all of their stored information as a result.

The SalesLogix 5.2 and Lotus Notes databases had not been integrated, which often forced NEC employees to enter data multiple times. In addition, only a limited number of employees had access to the Lotus Notes database. The co-existence of these two issues created a prime opportunity to enact an all-encompassing solution for the optimization of the company's business practices.

A True CRM Solution

With these issues in mind, NEC set out to find a CRM solution that would make conducting everyday business easier for its employees. The company began the search for the ideal solutions and partner, researching multiple options and narrowing the field to select a few.

In the end, NEC decided on Des Plaines, Illinois-based Technology Advisors, Inc. as the ideal partner to assist with an upgrade from SalesLogix version 5.2 to version 7.0.

"A SalesLogix upgrade seemed like a natural fit for our particular needs, but we knew it would be a complicated upgrade to go from version 5.2 to version 7.0" said Joe Imhof, Systems Analyst for NEC, "We conducted many interviews with different consulting companies to figure out who we wanted to help with the upgrade, but in the end decided to partner with Technology Advisors for their experience and expertise."

Real Business Results

NEC and Technology Advisors began the upgrade process with a set of 100 requirements of the various tasks they had to complete together so that the new technology could be installed and used as planned. This list included everything from initial planning activities to the installation of major modules. From there, they split the project into two main phases - the basic upgrade and a hard development phase. The entire process went smoothly, and Imhof found Technology Advisors' ability to work quickly, yet effectively particularly impressive.

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“We shut down the old SalesLogix system on Friday night and found it up and running again two versions later on Monday morning.”

— Joe Imhof,
Systems Analyst
NEC Display

Partnership Advantages

NEC was pleased with Technology Advisors' knowledge of the product, accessibility and ability to work as a cohesive team throughout the upgrade process. Technology Advisors had a clear understanding of SalesLogix and CRM in general, providing step-by-step guidance during the upgrade and when reviewing the company's initial 100 project requirements.

“The Technology Advisors staff really worked as a team - each of our contacts knew exactly what they were supposed to be doing and did a really good job with it,” Imhof said. “If there was an issue that someone on the team was struggling with, there was always someone who quickly stepped in and had the knowledge to fix the problem.”

The company helped NEC successfully upgrade SalesLogix from version 5.2 to version 7.0 and migrate data from Lotus Notes by properly implementing and integrating the technology, motivating personnel and supporting the organization's use of enabling technologies.

Future Plans

Imhof said future plans include a potential upgrade to SalesLogix 7.2 for the ability to use more mobile devices with the solution.

“The team reaction has been great; now, salespeople can access everything from CRM to special pricing information in one place, allowing them to save a lot of time,” he said. “For any complicated future projects, we're definitely going back to Technology Advisors.”

“During the upgrade Technology Advisors was working the whole weekend to get the new system up and running,” he explained. “We shut down the old SalesLogix system on Friday night and found it up and running again two versions later on Monday morning.”

Soon, NEC employees began to notice features that made their everyday job easier.

Before the upgrade, the NEC sales process was slower and required a great deal of extra effort. A sales representative had to go through a laundry list of tasks, including making initial contact with a customer, developing an opportunity for a forecasting meeting and creating a Request of Quotation (RFQ) across multiple steps.

While the initial part of the process remains standard, sales representatives no longer have to go through the labored process for creating an RFQ. Since the upgrade, RFQ's are incorporated into the upgraded SalesLogix, and employees can instantly generate and auto-send them for approval while in the system. NEC's SalesLogix upgrade and relationship with Technology Advisors has helped to speed up the company's overall sales process to allow representatives to boost productivity, and in turn, boost the amount of opportunities and sales.

Imhof said NEC currently has around 60 remote users and nearly 50 network users on the new technology. These numbers mainly encompass the company's sales force, but also extend to the marketing department.

He also reported that the ability to utilize add-ons such as KnowledgeSync, a business intelligence tool that monitors data in SalesLogix as well as incoming e-mail messages for critical, time-sensitive content or conditions, has been a welcome part of the upgrade and process of making life easier at NEC.

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