

3Dconnexion

3Dconnexion Boosts Efficiency With SugarCRM®
And Increases Leads 700 Percent In Three Years



Implementation Partner Insignio Consolidates Seven Solutions into One with Sugar

3Dconnexion is the leading worldwide manufacturer of 3D navigation technology with over one million 3D mice sold in 30 countries. It chose Sugar as a web-based CRM solution that could easily integrate with more than 10 software applications while supporting sales, marketing, finance, and over 400 resellers. The company has consolidated the functions of seven systems into the Sugar platform, eliminating redundant solutions such as Salesforce.com and individual country CRM applications and integrating other functionality such as Microsoft Outlook. By integrating email marketing with Sugar, 3Dconnexion increased sales leads by 700 percent over three years. Response to a single product launch campaign gained the company 4,000 new Facebook followers in one month.

Business Challenges

3Dconnexion employed a wide variety of systems, including Salesforce.com, Outlook, and individual country CRM solutions to manage various sales and go-to-market processes across its global operations. However, the proliferation of these systems was costly, placing a strain on internal IT resources and impairing the company's ability to efficiently run its business or measure performance from a central platform.

"Different processes with inconsistent databases supporting them made it nearly impossible for our employees to consolidate, share, and compare

customer and product data," says Raik Brauns, online marketing manager for 3Dconnexion GmbH. "Our goal with our CRM adoption was to establish a standard platform for a structured implementation that supports our core processes for online marketing, sales, and services as well as direct sales and analysis."

As part of the CRM evaluation process, 3Dconnexion defined the core elements of its proposed CRM implementation. These included the ability to map sales, marketing, and support processes to maximize lead generation efforts. It also wanted to consolidate customer data into a central, web-based CRM system that could integrate with TYPO3, an open source enterprise content management (ECM) system.

Once deployed, the system would also need to provide web portal access to critical CRM data for approximately 400 sales channel partners. Then, to streamline sales execution, the partner web portal would need to be integrated with 3Dconnexion's e-commerce operations.

Brauns clarifies, "We knew we were up against some challenges to find the right CRM system. Once we were introduced to Sugar's ease of use and flexibility, we were confident that we could implement a truly consistent platform with genuine innovation that would significantly improve our efficiency."

“ The use of our SugarCRM platform within our strong network of partners and external service providers is the highlight of our solution. It provides a consistent customer experience regardless of how the customer interacts with 3Dconnexion, which has had a significant impact on our business.”

Raik Brauns
Online Marketing Manager
3Dconnexion GmbH

The Solution: Sugar Professional

Optimal success of 3Dconnexion's CRM global platform implementation required technical solutions as well as key organizational changes within the company. It decided to work with Insignio, a German SugarCRM® implementation partner. Insignio customized the 3Dconnexion solution to support and map the technology and behavioral changes to its sales, marketing, and support group processes. Through Insignio's efforts, 3Dconnexion also integrated its business partners into the system.

3Dconnexion also added several innovative features into its Sugar implementation. These included integration of over 10 applications including PayPal, Google maps, and a direct connection to its e-commerce platform. In addition, it implemented separate custom modules to track and manage related applications, driver downloads, and the direct integration of the partner portal into its core CRM system.

Business Benefits

3Dconnexion has been using Sugar as its primary technology platform for three years, enabling the company to simplify its IT infrastructure, reduce the number of business systems it requires from seven to one, and lower support and integration expenses.

Since Sugar is integrated into daily operations and the firm's partner network, 3Dconnexion now has a 360-degree view into its global business across multiple locations. This increased visibility and process

efficiency has significantly reduced sales cycles, refined overall account management, and improved the accuracy of report data for forecasting and analysis. Now, 3Dconnexion can identify and isolate the key factors that impact its business around the world.

In addition, Sugar's integration with the company's email marketing software, Evalanche, has delivered a 700 percent increase in lead generation over the past three years. With this new capability, an email campaign for SpaceMouse Pro, with a link that directed recipients to 3Dconnexion's Facebook page, generated 4,000 Facebook followers in one month.

"The use of our SugarCRM platform within our strong network of partners and external service providers is the highlight of our solution," concludes Brauns. "It provides a consistent customer experience regardless of how the customer interacts with 3Dconnexion, which has had a significant impact on our business."



Company Profile

Headquarters:
Munich, Germany

Founded: 2001

Company Description:
3Dconnexion's award-winning 3D mice serve a wide variety of industries and are used by 3D designers, animators and artists worldwide.

Website:
www.3Dconnexion.com

Solution:
Sugar Professional

Solution Partner:
Insignio CRM GmbH

About 3Dconnexion

3Dconnexion is the leading provider of 3D mice for 3D design and visualization. 3Dconnexion devices support today's most popular and powerful 3D applications by offering users a more intuitive and natural way to interact with computer-generated 3D content. 3Dconnexion's award-winning 3D mice serve a wide variety of industries and are used by 3D designers, animators and artists worldwide. 3Dconnexion is headquartered in Monaco, with European headquarters in Munich, Germany and offices worldwide. For more information, visit www.3Dconnexion.com.

About Insignio

For optimized business processes in marketing, sales and service, Insignio offers customized CRM-solutions. We develop practice-oriented, reliable systems that help you master complex processes in a cost-effective and efficient way. We take care of the design of your business processes up to the technical implementation and support of your individual CRM-solution. For more information, visit www.insignio-crm.de

SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

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