

Sofos Energia

Sofos Energia Increases Sales Productivity By
30 Percent With SugarCRM®

Sugar Partner ICE Consultants Reduces Sales Cycle from 30 to 14 Stages

Sofos, a well-established company in Spain dedicated to renewable energies, chose SugarCRM and Sugar partner ICE Consultants. Using Sugar, Sofos has streamlined its sales process, improved sales activity tracking, and can better identify sales opportunities. This has allowed Sofos to increase interaction with its more than 700 customers and over 3,000 potential clients, creating more opportunities for selling the company's complex products and services. As a result, Sofos has increased sales productivity by 30 percent and its closed-won opportunities by 6 percent in six months.

Business Challenges

The market for renewable energy products and services is growing in Spain and abroad. Nevertheless, the sales cycle is long—approximately two years—and Sofos, a successful and growing company in the market, needed a solution to manage the cycle for its sales staff across Spain, South America and the Caribbean.

Staff lacked the ability to collaborate and individuals maintained their own Excel spreadsheets, which led to missed opportunities and poor sales performance. Sofos was unable to deliver the level of coordinated sales management that the company and its C-level managers required.

The Solution: Sugar Professional

Sofos required an intuitive, flexible and cost-effective CRM solution, with a proven track record in similar organizations. The ability to scale and accommodate specific business demands were also important considerations.

The company considered a variety of solutions prior to Sugar but none exactly met its needs. "When Sugar was suggested by our IT department, we took a look," says Raul Martinez, sales director for Sofos. "The great flexibility and user experience of the features that we saw in the demo easily convinced us that Sugar would be a good fit for our company."

The company worked with ICE Consultants, a Sugar Silver Partner, to implement Sugar on site in just four months. "ICE Consultants was really involved in the project from the very beginning," recalls Martinez. "They provided flexible support with a high level of expertise. We needed help understanding how to optimize our Sugar solution on our own with customizations."

“ Using Sugar, we’ve centralized our customer data, applied new best practices to our sales process and made the sales team 30 percent more productive. That’s increased our closed-won opportunities by 6 percent in the last six months. ”

Raul Martínez
Sales Director
Sofos Energia

Business Benefits

Sofos' Sugar solution was initially introduced in the sales department. It's now being rolled out to other departments, including customer care, technical service and marketing. Sofos has found it exceptionally easy to use Sugar and its staff was fully trained and active on the solution within just a few days.

Since introducing Sugar, the company has streamlined its two-year sales cycle—reducing the number of stages from 30 to just 14. As a result, Sofos has improved opportunity management and increased pipeline visibility for sales management and the CEO. A real-time overview of opportunities and sales quotes shows the value of sales activities for each product by sales representative, sales team, and region.

In addition, monthly reporting, which took three days using Excel, can now be done in only 60 minutes. The solution has also accelerated new employee onboarding and productivity.

"I recommend Sugar. Using Sugar, we've centralized our customer data, applied new best practices to our sales process and made the sales team 30 percent more productive. That's increased our closed-won opportunities by 6 percent in the last six months," concludes Martinez. "And our sales staff is now a goal-oriented team—independent and fully accountable for results."

About Sofos Energia

With sales offices nationally and internationally, Sofos also partners with companies in Europe and the U.S. It is committed to the market for renewable energy products and services and its team has extensive experience in the field.

Sofos offers its customers "turnkey" or EPC (Engineering, Procurement and Construction) solutions, managing all aspects of renewable energy projects—from design, procurement, and permitting to construction, maintenance and operation.

About ICE Consultants

ICE group started operations in 1997 and today has over 100 of the most highly-qualified professionals working for our clients in Spain, Germany, UK, Switzerland, Benelux and other European countries. Our main areas are business consultancy, process improvement and implementation of optimal business management solutions.

ICE is a partner of SAP and SugarCRM. Our staff is certified and ITIL best practices for IT services are applied in our projects.



Company Profile

Headquarters:
Lleida, Spain

Founded: 2004

Company Description:
Sofos Energia specializes in products and services based on renewable energies.

Website:
www.sofos.es/sofos-energia-2/

Solution:
Sugar Professional

Solution Partner:
ICE Consultants

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.

www.sugarcrm.com

10050 North Wolfe Road | SW2-130
Cupertino, CA 95014
T: 408.454.6900 | F: 408.873.2872

SugarCRM Deutschland GmbH
Erika-Mann-Strasse 53 | 80636 Munich | Germany
T: +49 (0)89 1 89 17 21 00 | F: +49 (0)89 1 89 17 21 50

www.sugarcrm.com

Copyright ©2013 SugarCRM, Inc.

All rights reserved. SugarCRM and the SugarCRM logo are registered trademarks of SugarCRM, Inc. in the United States, the European Union and other countries. All other trademarks are the properties of their respective companies.

04-13-004-MR

