

Worldwide Supply

Worldwide Supply Improves Email Marketing And Lead Capture With SugarCRM



WORLDWIDE
SUPPLY

NEPO Systems Creates a Custom, Integrated Solution for Market Leader in Pre-Owned Networking Equipment

Worldwide Supply buys and sells used networking equipment across a global customer base that includes commercial and government entities. With Sugar partner NEPO Systems, Worldwide Supply created a highly customized solution integrated with SAP, its inventory management system, and the company website. As a result, it now manages growth more effectively, has increased the efficiency of its sales organization, and improved customer communications. Automated reporting saves between 30 and 40 work hours per month, nearly a full work week for a team member. Improved email marketing easily supports bi-weekly communication to a client base of 17,000 customers. And, post-purchase customer surveys that previously took 10 hours per month to complete are now automated.

Business Challenges

Worldwide Supply buys and sells used network equipment and provides maintenance and support services for that equipment. When the company opened its doors in 2004, most of its business processes were manual. And Microsoft Outlook and Excel were its primary information management tools. As Worldwide Supply grew to 10 employees and several sales reps, the company turned to Sage ACT! for its CRM needs. The company continued to expand and outgrew ACT! after only a few years. "When we hit 50 employees and tripled our sales force as well as our customer base, we knew there had to be a better way," says

Worldwide Supply's marketing director, Veronique Deblois. "That's when we started considering a more robust CRM solution."

Worldwide needed a solution that could track and manage customers in four verticals with a dedicated sales team for each. "Our business is complicated," continues Deblois. "There are multiple inventories where sales people need to source equipment. We needed a CRM solution that was flexible and could grow with us."

The Solution: Sugar Professional

Along with ease of customization, Worldwide Supply wanted a CRM solution that could easily integrate with SAP, which made an open source product the logical choice. After evaluating some of the major proprietary CRM vendors, Worldwide Supply chose SugarCRM and engaged Sugar partner NEPO Systems to implement and customize the solution.

NEPO has integrated Sugar with Worldwide Supply's inventory management system and completed a partial integration with SAP, which will be completed over the next six months. Worldwide's website, www.worldwidesupply.net, is also integrated with Sugar. Equipment buyers and sellers can submit bids and quotes via the website and their

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Veronique Deblois
Marketing Director
Worldwide Supply

information is captured by Sugar, triggering lead alerts to the sales teams.

In addition, NEPO customized the solution to fit Worldwide's business—from automatically conducting post-purchase surveys to calculating sales commissions and product margins across four verticals. "NEPO has delivered all the customizations we need and has always recommended the best way to achieve our goals with Sugar," Deblois adds.

Business Benefits

Since implementing Sugar, Worldwide Supply has easy access to all of its customer, product, and sales data in a single repository. "Each sales team has access to the information it needs," Deblois comments. "Every team member can see the clients he or she is working with and the notes on every interaction." Data residing in Sugar is used to create highly targeted marketing campaigns and Sugar's advanced reporting capabilities make it simple to quickly turn that data into reports that increase business insight. Automated reporting saves between 30 and 40 work hours per month, nearly a full work week for a team member.

Equally noteworthy, using Sugar has improved communication with customers through streamlined email marketing and lead capture. "Every two weeks, we do all our email marketing to 17,000 global customers through Sugar," notes Deblois. "Sugar also saves Worldwide Supply 10 hours a month in time spent conducting customer surveys. "Our team is small," Deblois continues. "So that's a significant saving of resources."

Likewise, Sugar has streamlined the process of importing leads. "Prior to Sugar, we had to import leads manually," explains Deblois. "And with a new client base or leads acquired at a trade show, that could really take some time. Now we can quickly batch import leads into Sugar from CSV files." And reassigning contacts, leads, and accounts between sales reps has never been easier. "As we've grown and generated more business, that's been a big help," Deblois says.

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Company Profile

Headquarters:
Franklin, New Jersey

Founded: 2004

Company Description:
Worldwide Supply is a trusted provider of telecom and network solutions. Our solutions are crafted upon an evaluation of your current environment and by benchmarking your future requirements to ensure success.

Website:
www.worldwidesupply.net/

Solution:
Sugar Professional

Solution Partner:
NEPO Systems

About Worldwide Supply

Worldwide Supply is a trusted provider of telecom and network solutions. Our solutions are crafted upon an evaluation of your current environment and by benchmarking your future requirements to ensure success. Worldwide Supply leads the secondary hardware marketplace, providing and buying networking and telecommunication equipment to and from companies globally and by offering services to maximize technology resources.

About NEPO Systems

NEPO Systems provides premium hosting, support and module development for SugarCRM, the leading open source CRM and PaaS company in the market. Supporting commercial and federal clients across the US and Canada, NEPO Systems helps our customers with strategic Sugar consultation, implementation and maintenance that are aligned with their unique requirements and business objectives. We deliver high-quality, integrated solutions for traditional sales force automation, marketing automation and customer support, as well as a variety of custom solutions utilizing the powerful SugarCRM framework.

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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