



Company Profile

Headquarters

Buenos Aires, Argentina

Founded

1976

Company Description

Hipertehuelche is a retail company that provides supplies and materials for building, repairing, and decorating homes and gardens.

Website

www.hipertehuelche.com

Solution

Sugar Professional™

Solution Partner



Hipertehuelche Grows B2B Sales 18 Percent Without Adding Staff

Sugar Professional Manages B2B Operations for Growing Building Supply Chain

Home and garden retailer Hipertehuelche uses Sugar Professional to streamline its sales and marketing efforts to B2B clients. Using customizations developed by DISYTEL openConsulting, the firm has integrated Sugar with its ERP system and the Jaspersoft business intelligence suite. Hipertehuelche realized nearly immediate benefits from Sugar and has plans to expand its use beyond B2B operations.

Business Challenges

Hipertehuelche needed a tool to centralize and manage information related to its business-to-business (B2B) operations. Its B2B clients were served by local store managers who were forced to search through the company's ERP and BI systems for customer information. Therefore, Hipertehuelche wanted to increase manager effectiveness and productivity by giving them access to a single source of accurate information. It also wanted to create targeted marketing campaigns focused on the special needs of B2B clients. In addition, Hipertehuelche had no efficient mechanism for tracking the work of its sales team. Instead the company relied on the ERP system for day-to-day operations and used spreadsheets for reporting.

The Solution: Sugar Professional

After evaluating Salesforce.com, Hipertehuelche chose Sugar Professional for its combination of robust functionality, ease of integration with third-party enterprise applications, and reasonable price. The firm worked with SugarCRM solution partner DISYTEL openConsulting to design a model for integrating Sugar with Hipertehuelche's ERP and BI systems. Once deployed, its Sugar solution would enable Hipertehuelche to:

- Centralize sales cycle information for each B2B client
- Track and control the B2B sales process
- Improve Hipertehuelche's capacity to present targeted offerings to clients

Deployment was completed in four months and included customization, integration with ERP and BI systems, and training.

Business Benefits

Hipertehuelche uses Sugar Professional for sales and marketing automation, forecasting, and reporting. "Sugar is powerful yet easy to use," notes Manuel Pereira, Hipertehuelche CIO. "The learning curve is extremely fast. And it integrates easily with third party products such as Jaspersoft's business intelligence suite."

The final implementation added new operational modules to support compatibility with the ERP system and defined business rules for the sales modules. DISYTEL openConsulting developed bidirectional integration with the Jaspersoft BI suite. Staff can select groups of clients in OLAP cubes from Jaspersoft and automatically redirect them to SugarCRM as prospects for marketing campaigns.

Sugar also enables Hipertehuelche to closely track the activities of the B2B sales team and fine tune personalized marketing to B2B clients. "After six months with Sugar, our B2B sales increased by 18 percent with no additional staff," Pereira concludes. "It's definitely exceeded our expectations and we're thinking of extending its use to other areas of the company."

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CIO, Hipertehuelche

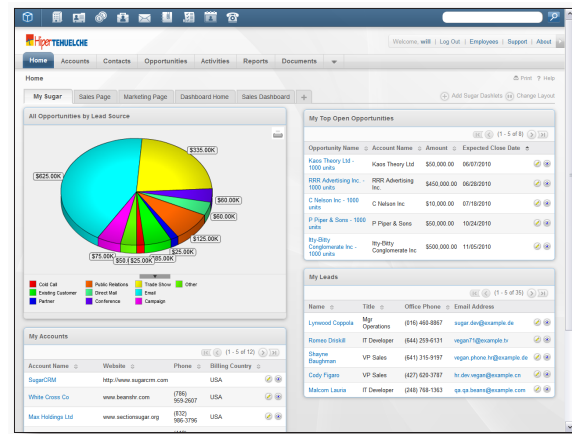
About Hipertehuelche

Hipertehuelche (www.hipertehuelche.com) is an Argentina-based homecenter retailer focused on the construction and building materials markets. The company offers a wide range of product lines and hundreds of thousands of individual stock items through self-service retail environments, and also maintains large warehouses for storage and direct distribution of large items.

Hipertehuelche began operations 35 years ago as a construction materials sales warehouse in southern Argentina. Now the second-largest home-center chain in Argentina—and the first owned completely by Argentine investors—the company operates stores in all larger Patagonian and South Argentina cities while continuing to expand.

DISYTEL openConsulting

DISYTEL openConsulting (www.disytel.com) is the leader in Spanish Latin America in providing business solutions based on open source tools and products. It has more than 10 years working in the market and it has been a pioneer in the use and implementation of SugarCRM in the region. The firm has vast experience in consulting activities focused on organizational management, adding significant value to SugarCRM's power and functionality.



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