

Roxtec GmbH

Roxtec Optimizes Customer Interaction In
More Than 70 Countries With SugarCRM

Sealing Systems Firm Reduces Time Spent For Email Marketing by 50% and Boosts Effectiveness

Roxtec, a global company specializing in sealing systems with operations in 70 countries, implemented SugarCRM to consolidate disparate information systems. The company's Sugar solution provides consistent customer data, simplifies management reporting, improves operational decision making, and streamlines email marketing. With Sugar, Roxtec has reduced the time spent on email marketing by 50 percent while boosting its effectiveness.

Business Challenges

Prior to 2006, Roxtec did not have a consistent customer database. Its marketing and distribution teams employed independently developed small-scale solutions based on Excel spreadsheets. Individual branches used isolated systems such as Sage SalesLogix and SuperOffice. With so many disparate systems, it was impossible to implement integrated and efficient CRM processes. Roxtec's management wanted a solution that could map and synchronize customer data on an international scale. "It was important that our CRM solution be available online and based on an open architecture that was adaptable to our needs," recalls Matthias Brück, in-house CRM specialist with Roxtec.

The Solution: Sugar Professional

Roxtec began implementation of its Sugar solution in 2006 at its Swedish headquarters and then added 21 locations including China, USA, Brazil, India, Japan, and Germany. Because the company's culture and team structure varied from region to region, Roxtec needed to adapt Sugar to country-specific conditions. "Sugar offered us a robust, web-based, open source CRM solution at the best price-to-performance ratio, which was ideal for us," notes Brück. "With Sugar's open architecture, we could easily adapt our solution to the needs of each country," Brück continues. "We implemented user feedback during the test phase without any problems." Roxtec works closely with Sugar partner Genius4U for service and support of its Sugar solution.

Today Roxtec's global Sugar solution provides consistent customer data across the company. It is used by over 300 employees for customer data management, distribution, marketing, and project coordination.

“ Sugar has transformed our email marketing and made it a powerful tool for customer retention. ”

Matthias Brück
in-house CRM specialist
Roxtec

Business Benefits

By providing consistent customer data, Roxtec's Sugar solution has simplified management reporting, improved operational decision making, and streamlined email marketing. Through its email campaigns, Roxtec provides information on new sealing systems to designers, builders, and installers. It also sends invitations to customers for product launches.

"Sugar has transformed our email marketing and made it a powerful tool for customer retention," explains Brück. "Prior to Sugar, email campaigns were time-consuming because we had to collect customer data from many different sources."

Now, Roxtec's email campaign process is completely automated, reducing the time spent on email marketing by 50 percent while boosting its effectiveness.

Sugar also allows staff to reliably track customer contact history and feedback from campaigns. This is particularly important since Roxtec office and field sales teams are organizationally separate. Sugar supplies the necessary transparency for optimal cooperation between them, providing contact status, ongoing activities and notes from conversations and meetings.

About Roxtec GmbH

Roxtec is a leading provider of modular sealing solutions for cable and pipe penetrations. The company was founded at Karlskrona, Sweden after the invention of the Multidiameter™, which adapts to cables and pipes of different sizes and revolutionized cable routing and pipe installation processes. After unprecedented expansion, Roxtec is active in more than 70 countries with 21 subsidiaries and employs over 500 employees. In the 2010/2011 financial year, the company reported sales of 102 million euros.

About Genius4U

Genius4U specializes in the area of customer relationship management (CRM) solutions. Our core competencies range from CRM strategy consulting and integration of operational, analytical and collaborative CRM systems to support and operations. In addition, we assist clients with topics such as consulting, implementations, data migration and integration, training and support.



Company Profile

Headquarters:
Karlskrona, Sweden

Founded: 1990

Company Description:
Roxtec GmbH develops, manufactures, and sells complete sealing solutions for cable and pipe penetrations.

Website:
www.roxtec.com/de/

Solution:
Sugar Professional

Solution Partner:
Genius4U

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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