



Company Profile

Headquarters

Singapore

Founded

2003

Company Description

EGUARDIAN provides a suite of technology products and services focused on networking, security, and compliance that helps clients plan, build, support, and manage their IT infrastructures while conducting business confidently and securely.

Website

www.e-guardian.net

Solution

Sugar Professional™ On-Demand

Solution Partner



EGUARDIAN Supports Ambitious Growth Plans With Sugar® On-Demand

iZeno Sugar Solution Delivers 15% Productivity Gain and Positive ROI In Only Two Months

By using Sugar Professional On-Demand and working with gold-level partner iZeno, EGUARDIAN has centralized its customer data, automated contract renewal processes, and developed consistent best practices for the sales team. Sugar's cost-effective, flexible solution perfectly aligned with EGUARDIAN's business goals to deliver measurable results in only two months.

Business Challenges

In early 2011, EGUARDIAN set ambitious goals for the next five years: year-on-year organic revenue growth of 20 percent with aggressive regional expansion and an increase in technology partnerships. But to achieve these goals, the company needed to better manage sales opportunities and the tracking of sales performance as well as improve internal reporting and extend its reach in the market.

The EGUARDIAN sales process was complex with no standardization, and virtually every task associated with sales was manual, including lead hand-off and conversion, quotes, contracts renewal, and reporting. Without a solution in place to automate and standardize sales activity, Excel spreadsheets, Microsoft Word documents, and email were the only information management tools available.

As a result, customer data resided in spreadsheets, emails, and the company's accounting system, which made the location, extraction, and sharing of information across departments and business units difficult and time consuming. Plus, the reliance on individual spreadsheets for many tasks increased the potential for error. "EGUARDIAN's sales cycle can last up to a year," explains EGUARDIAN Sales Director Wendy Ng. "It was common for sales personnel to lose track of lead status, fail to revisit a lead when a project had matured, and convert the lead to an opportunity. For a dynamic, rapidly growing company, all these manual processes reduced our productivity considerably."

The Solution: Sugar Professional On-Demand

To overcome its data management challenges, EGUARDIAN identified three primary objectives for a CRM solution: centralizing customer data, automating renewal processes, and developing consistent best practices in the sales organization. Its short list of vendors included SugarCRM, Salesforce.com, Microsoft Dynamics, and Zoho. EGUARDIAN wanted a cost-effective, flexible CRM solution that aligned with its business goals. It also wanted to work with an implementation partner that had demonstrated expertise. EGUARDIAN chose SugarCRM for its ability to meet all these objectives and, through Sugar's partner directory, found gold-level partner iZeno based in Singapore.

"With Sugar, we've optimized our sales processes and experienced great results. Our collaboration with iZeno continues to improve EGUARDIAN's business performance."

—Wendy Ng, Sales Director, EGUARDIAN

“iZeno worked with EGUARDIAN to move it from a manual operations model to a managed model where sales automation and standardization would play key roles,” notes Benny Ng, iZeno’s Director of Business Development. For EGUARDIAN, this meant streamlining processes, centralizing the customer database, and creating a systematic approach to opportunity tracking, performance monitoring, and management reporting.

The first phase of the Sugar solution, which required four weeks to implement, focused on leads, accounts, contacts, activities, and opportunities, with a second phase addressing quotes and contracts. “EGUARDIAN wanted to have a 360 degree view of resellers and their relationships with end customers,” Ng continues. “All emails, tasks, meetings, notes, and opportunities related to resellers and end customers were made available via Sugar.”

Business Benefits

Today all EGUARDIAN customer data is managed centrally in Sugar. With best practices now in place, its sales organization, has achieved a 15 percent gain in productivity, with less time spent on quotes, contract renewals, and report preparation. And, with Sugar providing greater visibility into the sales pipeline, forecast accuracy has improved by 25 percent. In addition, the solution delivered a positive return on investment in only two months.

“We’re happy that with Sugar we’ve been able to optimize our sales processes,” concludes Wendy Ng. “And, there are still many areas of our business that we plan to automate, such as marketing campaigns and event registrations. We’d also like to integrate Sugar with our website, accounting systems, and call center. We look forward to an on-going collaboration with iZeno that will help us continue using Sugar to improve EGUARDIAN’s business performance.”

About EGUARDIAN

A leading value-added IT distributor with headquarters in Singapore and four regional offices in Southeast Asia, EGUARDIAN helps clients secure their IT operations, increase efficiency, and modernize their enterprise applications. To support its product and service offerings, EGUARDIAN maintains strong partnerships with technology market leaders such as A10 Networks, Arista Networks, Fortinet, IBM, Loglogic, and McAfee. Today, the company has more than 100 employees and over 1000 resellers in the Asia region.

About iZeno

iZeno is SugarCRM Gold partner offering local support, training, customization, and consulting services to customers ranging from SMEs to Fortune 500 companies in more than 15 industries in the Asia Pacific region. The iZeno SugarCRM team has helped improve client profitability by delivering CRM solutions using onsite and offsite delivery models. Our expertise in integrating SugarCRM with legacy systems, telephony, SMS, Jaspersoft business intelligence, ERP applications, and portal technologies makes us the right choice for global CRM deployments.



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