



Company Profile

Headquarters

Buenos Aires, Argentina.

Founded

1915

Company Description

Since 1915 PUENTE provides comprehensive value-added services within the Financial and Capital Markets. Across its portfolio of services, the company has 30,000 active customers.

Solution

SugarCRM Corporate™

Solution Partner



Puente Improves Sales and Customer Service with Sugar Solution Delivered By GrowIT

As success led to growth, Puente needed to improve its systems for aggregating, managing and using customer information. The company employed different systems to track customers and leads, coordinate cross sell activities, and manage email campaigns. For example, if a Puente portfolio manager sent a customer email, the only record of that email resided in the manager's email program. There was no history available to other members of the sales or customer service teams. "As we scaled operations, we needed to improve our ability to organize and share customer information across business units, in a secure and confidential way" explains Sebastian Blaustein, Puente's IT manager. "We needed a single tool that would help us better understand the needs of our customers and communicate with them in a timely and effective way." The company also wanted to integrate this functionality with the transactional system that executed customer trades and tracked the securities and other investment vehicles held in customer accounts.

The Solution: Sugar Professional

In 2009, Blaustein began benchmarking CRM solutions and identifying local partners that could assist with implementation. GrowIT, a SugarCRM Gold level partner, demonstrated the most comprehensive grasp of Puente's needs and had experience with CRM solutions for financial services. "GrowIT really understood CRM, not just the software but from the perspective of helping us model and improve our sales and customer service processes," notes Blaustein. "They also had previous experience with Sugar deployments."

Based on Puente's RFP, GrowIT submitted a winning proposal for a solution based on SugarCRM Professional. The solution included modules for customer accounts; contacts, leads, and opportunities; email marketing; and a shared calendar. The solution would also integrate with Microsoft Outlook and Puente's backend transactional systems. "During the presales process we conducted several demos and built a live prototype to show how SugarCRM could meet Puente's needs," remarks GrowIT's

Commercial Manager, Claudia Sosa. "With our experience in financial services, it was easy for us to understand their processes and model them in Sugar."

Starting in March 2010, deployment took only five months. GrowIT provided initial training to the Puente sales teams; then each commercial manager took responsibility for training his or her staff. "Now we hold meetings periodically to introduce the system to recent hires, to explain new functionality and to refresh user knowledge," says Diego Yatchesen, Puente's project manager. "We also have a Sugar Wiki that is updated weekly."

GrowIT Adds Value Through Customization

Throughout the development phase, GrowIT added custom functionality tailored to Puente's business processes. For example, it created an online segmentation tool that filters Sugar data and transactional records on-the-fly to create lists for email campaigns and other targeted communications. GrowIT also developed a component that saves digitized documentation for compliance purposes. Based on account-specific parameters, a high-speed scanner places digitized documents in a file directory from which they can be taken by Sugar and indexed to the corresponding customer record.

Business Benefits

GrowIT's customizations for Puente's Sugar Professional solution immediately delivered several improvements to Puente's sales and customer service operations. One of the most dramatic occurred with email marketing. "We've increased the volume of our email marketing campaigns by 100 percent," Blaustein says. "We now have daily, weekly,

"With GrowIT and Sugar Professional, we've increased the volume of our email marketing campaigns by 100 percent."

Sebastian Blaustein
IT Manager, Puente

and monthly bulletins that are sent via Sugar, which is also integrated with Microsoft Outlook. And the reports module lets us see exactly what's been done by customer segment."

The increased visibility and effectiveness of email marketing also helped boost user adoption of Sugar. "Now portfolio managers can see when a campaign goes out and see the responses it generates," relates Yatchesen. "That shows the value of CRM and it makes them much more proactive in emailing customers. It's the start of making CRM a core part of our sales process. And when we upgraded to Sugar Corporate, it enabled our executives to access Sugar data remotely with their Blackberry devices via Sugar Mobile Plus."

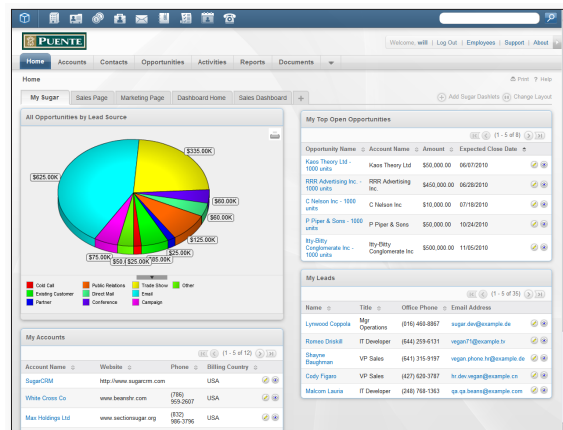
Likewise, backend systems integration with Sugar has increased the value, depth, accuracy, and immediacy of customer information available to the Puente sales team. Prior to deploying Sugar, the process for converting a lead to a customer and ensuring that it was consistent across systems took two days. Now, when a new customer's information is synchronized with Sugar, the conversion from lead to customer takes place automatically and the lead is closed as an open item in mere seconds.

On the transaction side, web service calls from Sugar to the trading system can create targeted outreach lists based on criteria such as trade frequency, account value, or securities held. This approach makes the most valuable information from the trading system available to Sugar without burdening the solution with complete order tracking. By consolidating this information on one system, Puente also reduces the time it takes to create targeted lists by 80 percent.

On the service side, Puente uses Sugar to manage service issues through case management. The submission of an online form automatically opens a new case in Sugar, which has reduced the initial service response time 30 percent. "This function has really helped us," says Blaustein. "We have two to three hundred cases per month opened through these forms. Our Sugar reports tell us how quickly we respond to a customer inquiry and how long it takes to close a case."

Blaustein, Yatchesen and their IT colleagues have also found Sugar Studio to be a powerful, easy-to-use environment in which to do routine maintenance and configuration. "We work a lot in Studio," they explain. "Changing layouts, adding new fields and lists—all of the basic things, we can do ourselves. And that saves us time and money."

"Now that we're using Sugar, Puente's email marketing is more effective, our lead-to-customer conversion



time is less, and we can deliver business proposals quickly and efficiently to our customers," concludes Blaustein. "And the more we use the solution the more efficient we become so we are excited about all that is possible with Sugar."

About Puente

Since 1915 PUENTE has provided comprehensive value-added services within the financial and capital markets. Puente successfully integrates, complements and synergizes the business of asset management, brokerage and investment banking. In all of its core markets, Puente is competitively well positioned and is frequently cited by the media for its economic analysis and insight into market trends.

The company's asset management services include investment recommendations, portfolio structuring, portfolio management, and mutual funds. Investment banking services include debt structuring and colocation, mergers and acquisitions, company valuation, and initial public offerings. Brokerage services can be conducted online or offline and include fixed and variable income securities, futures, options, currencies, and commodities.

About GrowIT

GrowIT is an information technology consulting firm dedicated to improving the visibility and productivity of marketing and commercial areas of all sort of companies. Being a SugarCRM partner since 2008, GrowIT optimizes companies' processes to capture new opportunities, retain customers and measure promotional activities.

GrowIT provides these services based on a proven methodology, with the conviction that it is possible to improve business management by maximizing available information technology usage.