



Novalto Improves Sales Productivity By More Than 150 Hours Per Week With SugarCRM®

Sugar Partner Captivea Integrates Four Solutions with the Sugar Platform

With 60 sales reps having to manage 170,000 clients and prospects, Novalto has found SugarCRM to be a scalable and flexible tool, allowing the company to structure its customer knowledge and sales strategy. With integrations undertaken by Sugar partner Captivea, Novalto's Sugar solution saves the company more than 150 hours per week in time lost to inefficient processes.

Business Challenges

Novalto has a team of 110 employees, of which about 60 are sales reps. This sales force is divided into three teams including field development managers, on-site development managers and telemarketing companies. To monitor existing clients and to prospect for new clients, the company's sales teams must have a 360-degree, real-time view of their records. In just a few seconds, they need to know the characteristics of a company and its level of collaboration with Novalto.

To help with the task of marketing their services and maintaining customer loyalty, the teams used the INES CRM solution. In 2008, Novalto purchased the company Pass Loisirs, which used Sugar Professional. "At the time, we were not satisfied with our CRM solution; it was too inflexible and expensive to scale. We therefore evaluated SugarCRM, the solution used by Pass Loisirs, which also allowed us to unify our technologies," explains Alexander Vallin, Director of Information Systems for Novalto.

The Solution: Sugar Professional

Sugar delivered the flexibility, scalability, and ease of customization that Novalto required at an attractive price. Novalto then brought in Captivea, a SugarCRM partner, which implemented the Sugar solution in three months. The specifications submitted by Novalto included multiple integrations. To reduce manual data entry and improve data quality, Sugar was integrated with Compiere, Novalto's ERP system, and the Altares-Manageo corporate data service. Captivea also integrated Sugar with Corporama, a data aggregation service that provides at-a-glance access to all information concerning the online presence of a company, thus facilitating its prospecting strategy. Finally, a Google Maps integration delivers geo location through Sugar. "Captivea has assisted our in-house team's in the deployment of Sugar. Their high level of expertise in the solution, and Sugar's intrinsic qualities of openness have allowed Sugar Professional to be adapted to most closely meet our specific needs," states Vallin.

Another of the project's key factors was the management of anomalies, which is essential in the monitoring of files. This important step allows the issue of follow-up with prospects to be raised with the sales teams on a daily basis. The integration of this solution with Sugar enables Novalto to have a day-to-day real-time view of the status of their work. This solution evolves from day to day, allowing the sales strategy to take form.

“ SugarCRM has saved us time and increased our productivity, thanks to a flexible and customizable solution. ”

Alexander Vallin, Director of Information Systems, Novalto

Business Benefits

Novalto's Sugar solution provides the company's sales organization with the ability to precisely monitor business in progress. This has delivered significant time savings and productivity gains.

Prior to Sugar, outbound calling efforts often targeted companies that had gone out of business—as much as five percent of its client base or 8,500 companies. The Sugar integration with Altares-Manageo and Corporama provides quick access to third-party data on prospects. This eliminates 30 hours per day in unproductive prospecting. And, the Compiere integration has reduced duplicate data entry by 100 percent as reps no longer need to rekey data from the ERP system.

“The ability to integrate with multiple business systems has convinced us of Sugar's benefits for our company. And the Captivea customizations that adapt certain functions and create new ones have given us the time and productivity we need to grow our business.” concludes Vallin.

About Novalto

Novalto offers a range of services to SMEs. It now has more than 5,000 businesses, approximately 60,000 employees, who are members,

spread throughout the entire country. Novalto's ambition is to enable SMEs to enjoy the same benefits as those of large companies without the drawback of management. With its two complementary services aimed at SMEs and micro-businesses, “Motivation Solutions and Development of Human Capital” and “Business Solutions and Performance,” Novalto has become the SME that helps other SMEs to succeed.

About Captivea

Captivea, providing expert solutions dedicated to CRM and a SugarCRM integration partner since 2009, assists companies in defining and implementing their CRM project. With thirty SugarCRM integrations in 2011, Captivea is as an experienced integrator of SugarCRM. Through teams of experts and SugarCRM developers, Captivea is able to implement all versions of SugarCRM, adapt to the specific needs of all businesses, and develop additional modules. As a specialist in customer relationships, Captivea weaves its many customers with a special relationship; a personalized response to their requests quickly and efficiently, always with the aim to improve their customer relationship strategy and optimize their operation.

www.captivea.fr/

Company Profile

Headquarters: Montmélian, Savoie, France

Founded: 2001

Company Description: Novalto offers French SMEs and micro-businesses an outsourced Works Council, giving them the same benefits as those enjoyed by large companies, without the drawback of management.

Website: www.novalto.fr

Solution: Sugar Professional

Solution Partner: Captivea

SugarCRM

Customer relationship management CRM software for business. In the cloud, online, on demand, onsite - the best sales, email and mobile CRM integration.

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