

Metrohm chooses Sage CRM to manage key business processes



Customer

Metrohm

Industry

Laboratory equipment distribution and services

Location

United States

Solution

Sage CRM and Sage ERP

New company, increased challenges

A recognized leader in ion chromatography instrumentation and advanced analytical chemistry services, Metrohm was founded in 1991 as Peak Analytical. In that year, Jeff M. Brewer set up shop in a small rented office in Houston, Texas, with two ion chromatography instruments and an ambitious vision for his business. After nine successful years, Peak Analytical joined forces in April 2000 with the Swissbased Metrohm, Ltd. to form Metrohm-Peak, Inc.

Several formidable challenges arose from this merger between two leaders in a fast-growing market. The newly formed company was unprepared to manage requirements for multicurrency support and serialized inventory, and faced item costing and invoicing issues resulting from the merger. In addition, existing systems were based on time-consuming and error prone manual processes that were a barrier to corporate growth.

Metrohm entered 2001 with aggressive plans to increase sales 20 percent by 2002 and a goal to significantly increase its market share by 2003. More recently the company re-branded as Metrohm, and its most challenging obstacle to growth was the lack of a well-integrated and company-wide information source for their sales, marketing and customer service divisions. The company knew it could not afford to continue with “business as usual.”

Challenge

Metrohm needed to implement a streamlined system for company-wide communications and global business processes.

Solution

Sage CRM provides a web-based, integrated solution for Metrohm’s marketing, sales, service, and accounting needs.

Results

Thanks to Sage CRM, Metrohm increased sales and productivity. Employees also have access to synchronized data, and Sage CRM supports multilingual, multi-currency transactions.

‘After considering several comparable systems, we felt confident that the Sage Software solution running on Microsoft SQL Server was best for us. Now that the system is up and running, we’re certain we chose wisely.’

Jeff Brewer,
CEO,
Metrohm

Integrated CRM promotes proactive service, sales, and marketing

After considering several competing solutions, Metrohm selected Sage ERP and Sage CRM because it wanted a centralized customer resource management and accounting system.

Metrohm turned to Houston-based Advanced Applications, Inc., for help implementing this integrated CRM solution. Certified consultants for both Microsoft and Sage Software, Advanced Applications successfully guided Metrohm through the entire implementation process in less than a month.

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Metrohm selected their CRM-based solution in part because of the high level of compatibility between Sage CRM, and Sage ERP products. “Metrohm was already a Microsoft shop, relying heavily on the full suite of Microsoft Office products, along with Microsoft Publisher and Microsoft Outlook,” observes Scott McMillian, CEO for Advanced Applications, Inc. “Sage Software products were just a natural fit.”

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Outlook,” said Scott McMillian, CEO for Advanced Applications.

Prior to installing Sage CRM, sales teams could only gather limited data on customers in the field. And they had to maintain separate databases, which were disconnected from the rest of the company.

The inability of the existing system to address inventory issues, such as multi-currency, serialized inventory, warranty, and RMA-tracking made manual adjustments more difficult. Forecasting, commissions, and reporting were also time-consuming.

“Each department from sales and marketing to receivables and customer service kept its own information,” said Jeff Brewer, CEO of Metrohm, Inc. “With separate databases of information throughout the organization, individuals were forced to perform tasks without working from a consistent view of our customers.”

As a result, customer service and sales were under-achieving, and analysis, reporting and forecasting were insufficient for the company’s needs. Equally important, the company simply was unable to deliver the high level of service they wanted to provide its customers.

Driving business efficiencies

A streamlined and shorter sales cycle can be expected to significantly increase revenue and decrease

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administrative costs. Jeff said, “Our goal is to increase sales 20 percent this year. We want to have as much as 25 percent of the overall market by 2003. The automated workflow will make us much more efficient and my expectation of our salespeople is to spend time selling, rather than filling out paperwork. Our new Sage Software solutions will be key to achieving our goals.”

Thanks to Sage CRM, the entire history of interactions with customers, partners—and even competitors—is available in real-time from a central repository. Every interaction can be informed, proactive, and consistent.

“The process of evaluating solutions and working with Sage... and Advanced Applications to determine our specific needs has forced us to analyze our business processes and opened our eyes,” Brewer said. “Our entire company is excited about this ‘new day’ of automation for our business.”

Sage CRM makes it easy to analyze the organization at every level. Now a manager can identify trends and recognize what’s working and what’s not for every enterprise, from marketing campaigns to sales territory alignment to resolution of customer support incidents. “By automating and streamlining our business, we are able to provide a higher level of service while reducing our cost of doing business,” said Kim Brewer, CFO of Metrohm.

Driving business efficiencies

Working closely with the consultants at Advanced Applications, Metrohm was able to implement its integrated Sage Sage CRM solution in only three weeks.

“I am extremely pleased with the decision to choose [Sage CRM]. Now that the system is up and running, we’re certain we chose wisely,” said Jeff Brewer.

About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

