

Sage CRM provides a streamlined solution for ComutaNet



Customer
ComutaNet

Industry
Media

Location
South Africa

Solution
Sage CRM and
Sage 300 ERP

Sage ERP Africa will implement Sage CRM and Sage 300 ERP with Service Manager at leading commuter media solutions provider ComutaNet.

Sage ERP Africa's solutions comprise an integrated sales and processing system for the diverse product range that ComutaNet has, using Sage CRM for the sales and contractual requirements, and ERP with Service Manager for the processing and accounting requirements. The ability to display and report on the customer through CRM is vital to the company.

With over 20 years' experience, ComutaNet has the exclusive rights to the top commuter hubs nationally, is the only national bus advertising company in South Africa, and has an exclusive deal with government and Metro Rail.

Various businesses within the company provide advertisers with a comprehensive advertising solution through options including interior and exterior bus and taxi advertising and promotions, as well as television and radio advertising.

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Kevin Kirby,
GM
ComutaNet

Challenge

ComutaNet recognized the need for a single process system which would enable reliable, streamlined information flows between back office accounting systems and sales and operations processes, as well as improved customer service.

Solution

The implementation of Sage CRM and Sage 300 ERP has given the ComutaNet the ability to display and report on the customer as well as giving it the necessary insights into their business.

Results

Integrating sales, contract processing and reporting activities at ComutaNet, has reduced duplication, made processes more efficient, and provided a single source of information for reporting and management purposes.

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Kevin Kirby,
GM
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Kevin Kirby GM: Marketing and Strategy, ComutaNet said, “The business units have been operating off different software systems and this has led to the formation of disparate silos of information and, consequently, process inefficiencies. This also impacted negatively on the reliability of reported results, as well as the speed of information delivery. We recognized the need for a single process system which would enable reliable, streamlined information flows between our back office accounting system and our sales and operations processes, as well as improved customer service. We are confident that the Sage solutions will give us the necessary insight into the business by meeting our integration and workflow requirements.”

Evaluating, choosing, acquiring, implementing and supporting an ERP system has become vital to the success of midsize to large companies. The process is complex and requires a comprehensive layered level of support.

Integrating sales, contract processing and reporting activities at ComutaNet, will reduce - or, in fact, eliminate - duplication, make processes more efficient, and provide a single source of information for reporting and management purposes.

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

