

Case study



Dudson Group – K3 CRM serves up a seamless integration of Syspro ERP and Microsoft Dynamics CRM

Dudson Group, the world-leading ceramic tableware manufacturer and supplier, is a power user of K3's SYSPRO ERP system and Microsoft Dynamics CRM.

The system is used worldwide at locations in Stoke-on-Trent, London, Toronto (Canada), Valencia (Spain), Rosebery (New South Wales, Australia) Paris and Digoin (France) and Raleigh (North Carolina, USA). Dudson recognised that it could gain more benefit from its IT investments by integrating ERP with CRM. This would empower its sales force and make it easier for managers to monitor sales activity and performance.



“We wanted to combine SYSPRO and Dynamics CRM so that we have one point of access for all our business processes. We wanted everyone to have instant and easy access to all the information they required all in one place.”

Kevin Barker, Business Analyst, Dudson

K3 CRM recommended and installed the Dynamics CRM SYSPRO Integration module into the UK business, which provides seamless functionality between the two systems. Dudson recognised that Microsoft® Dynamics CRM and SYSPRO are powerful systems that integrate readily and work together to enable their users to work very efficiently. It allows data to be entered once only, eliminating duplication and allowing the information to be accessed from anywhere.

“We wanted to combine Dynamics CRM with SYSPRO so that we have one point of access for all our business processes. We wanted everyone to have instant and easy access to all the information they required all in one place,” says Kevin Barker, Business Analyst, Dudson.

For example, the integration allows Dudson’s salespeople to see details of their customers’ quotes, orders and invoices from their laptops and other mobile devices.

This gives them the information they need when speaking to customers. Sales calls and activities can be logged with ease, and the powerful CRM workflow engine can be used to trigger CRM sales processes when new quotes and orders are entered into the integrated system.

Through one easy to use CRM system, sales staff can look at the current stock levels, with a breakdown to show where the stock is held and how much is available for their customers.

“We have always prided ourselves on being a forward thinking company that realises the importance of investing in the latest technologies. Our clients acknowledge that through the use of technology we are offering them the very best levels of service and stringent business processes. We like to perform well for ourselves and for our clients.”

Kevin Barker, Business Analyst, Dudson

Dudson makes life easy for its sales team

Dynamics CRM allows the sales people to use Microsoft Outlook as the main software user interface, giving them a user friendly, familiar software environment.

The technological advantage of Microsoft Dynamics CRM is that it is updated regularly with new functionality that we can take advantage of. In our next phase of the project Dudson have plans to introduce dashboards and tablet PC functionality.

Dudson currently has more than 80 CRM users on the system, enabling remote management of its sales force all over the world. The integration was implemented for UK users to establish the solution and working process before rolling it out to Dudson’s worldwide sales offices.

“Originally we only integrated SYSPRO and CRM for our UK offices. The rest of our networks are not quite as advanced as our UK base but now that we have found the solution to be successful, the pressure is on for our other sites globally to integrate SYSPRO and CRM,” says Kevin Barker.



Mobility benefits

“The best thing about CRM is that everything comes to us through a Microsoft interface. We are all familiar with Microsoft software, so using the CRM system is a relatively simple procedure. It is also easy to demonstrate to new staff how to use it – and everyone picks it up quickly,” says Kevin Barker.

The system provides a fully mobile solution for Dudson’s sales team. This is extremely important as they rarely have access to a desktop computer. Instead, they are equipped with laptops and mobile phones so they can quickly access CRM and provide updates on meetings and note important information. Sales managers are able to look at this information in real time and use it to review and pinpoint new opportunities.

“For example, if someone has a good meeting with a hotel in one specific region of the UK they can record minutes from the meeting or other information into the CRM package and we can then use it to identify similar opportunities from hotels in that region. It really helps us to plan our growth moving forward and identify potential new customers that would be interested in what we do.”

Being a cloud solution Dudson also benefits from having its data hosted by K3 Managed Services’ datacentre. This is secure and resilient, freeing Dudson from the worry of backing up data and other IT security and management issues. As the software was rolled out around to worldwide users, it was important that it was available in multiple languages.

“It was extremely important for us to have SYSPRO and CRM in different languages. Only a few of the people in our French and Spanish offices speak English, so it was vital that we had a way they all communicate and use the system. Currently, we have CRM available in English, American English, French and Spanish” says Kevin Barker.

“We have always prided ourselves on being a forward thinking company that realises the importance of technology. Our clients acknowledge that through the use of technology we are offering them the very best levels of service and stringent business processes. We like to perform well for ourselves and for our clients,” he concludes.

BENEFITS

- Seamless functionality between SYSPRO and Dynamics CRM
- Instant easy access to all information
- Information accessible from anywhere
- Remote management of its sales force all over the world
- Multiple languages to suit worldwide offices
- Secure and resilient hosted solution



About K3 CRM

For more than 30 years K3 has helped businesses become more efficient, more effective and more profitable through identifying, then successfully implementing the right IT systems for their businesses.

K3 CRM continues in that tradition, bringing the benefits of cutting-edge Customer Relationship Management systems to clients across the UK and beyond.

Whether your business is small, medium or large our principal objective remains the same: to work alongside you, with you and, ultimately, to bring technology and CRM to your business in the most suitable way for you to build your business.

We do this by being expert in our fields, so you can make the most of being the expert in yours.

We seek to forge long-term relationships that are based on a thorough knowledge of your industry, sector and organisation.

Dynamics CRM can deliver value-added benefits across an entire organisation, and at K3 we identify where these opportunities lie.

If you are seeking an on-site, managed or hosted CRM solution; if you want to become more agile; if you want to harness social networks to broaden your customer service channels and become more responsive; if you want to make more of e-marketing; if you want to integrate CRM with your existing ERP package – K3 CRM can help you.

About K3

K3 is a UK Centre of Excellence for delivering solutions across a wide range of vertical sectors.

Over 600 customers rely on K3 to deliver powerful relationship management platforms across financial and professional services, manufacturing and retail.

With over 30 years of experience in development, implementation and support, K3 provides CRM in a number of flexible options including onsite, managed and hosted environments.

With more than 3000 customer installations in over 30 countries, K3 is recognised as a safe, innovative and reliable provider of world-class solutions, backed by world-class service.

**It all starts with a conversation, a presentation, a meeting or business review.
We have the solutions for you now, and we want to be
working alongside you in the future to continue to build your business.**

For an informal initial discussion on how K3 CRM can help you improve your business, please call contact us:

Telephone: +44 (0) 8442 252465 Email: info@k3crm.com

K3 CRM Bartley House Station Road Hook Hampshire RG27 9JF
T: +44 (0)8442 252465 F: +44(0)1256 744030 www.k3crm.com