

Sage CRM Delivers a Clear Business Direction for Nexus Solutions



Company

Nexus Solutions Limited

Industry

IT

Geographic Location

Hong Kong

Challenges

- Disorganized and unmanageable data
- Lack of coordination between working stations
- Unable to communicate precise marketing messages

Solution

Sage CRM

Number of Users

20

Benefits

- Standardization of lead processing and the coordination among the departments
- A rule-based operation procedure is systemized to alert the salesmen when a new lead was assigned to them by the marketing department
- Coordination between the Sales department and the Marketing department
- Reduction in loss of customers
- Enhanced customer satisfaction with support service

Introduction

Established in 2001, Nexus Solutions Limited strives to be one of the leading network solutions providers in Hong Kong, delivering total solutions with integrated network communication, infrastructure and Internet security technologies to customers in Hong Kong, PRC, Taiwan and other Asian countries. Due to its rapid growth, Nexus Solutions intended to systemize the various data sources and deliver better coordination amongst departments, thereby defining a clear business direction for the Company.

The Challenges

Nexus Solutions aimed to systemize its data and information, providing a platform for rapid customer acquisition and retention. Prior to the CRM implementation, the Company's data was managed in a disorganized fashion and coordination between the working stations was rare, resulting in the launch of campaigns which had different objectives, consequently conveying ambiguous messages to its customers and partners.

Sage CRM to the Rescue

With the help of Sage's business partner Data World, Nexus Solutions evaluated various CRM systems and opted for Sage CRM.

"Most CRM systems have similar features and functions; however, the feature that attracts our attention is its offer for remote-access with security technology such as SSL-VPN. Its web-based feature allows our salesmen to access and update the CRM anytime anywhere without having to install any additional applications," Mr. Yip commented, "Having used customized Sage Accpac ERP from Data World, we were satisfied with the solution and service provided and believe in its professionalism to integrate the existing Sage Accpac ERP with Sage CRM, which enhancing the cost-effectiveness."

Implementation Process and the Solution

Despite the size of the company, Nexus Solutions had thousands of excel files scattered everywhere, each serving a divergent purpose. To prepare for the implementation, huge effort was spent to consolidate all information into one single area.

To ensure the security level of the CRM, the built-in security functions were enabled to prevent unauthorized access to certain data.

Throughout the implementation process, trainings and consultations were provided to Nexus Solutions' employees to help them understand better of the CRM mechanism, strengthening their confidence in the system.

"The ease to retrieve information, analysis and details has encouraged the use of the CRM system."

Now, Sage CRM has become indispensable at Nexus Solutions."

*Astley Yip
Sales Manager of
Nexus Solutions*

Reflection and Future Plans

Sage CRM has become an integral part of Nexus Solutions, driving the success of a dynamic and ambitious company. With a clear business direction defined and rapid expansion, Nexus Solutions intends to further develop and improve the system and extends its usage to its branch offices in Shenzhen, Beijing and Shanghai.

About Data World Solutions Limited

Established in 1983, Data World Solutions Limited (DWS) is recognized on numerous occasions as the leading enterprise management solutions provider in the Asia Pacific region and is one of the fastest growing solution providers in the PRC market, catering to the different needs of rapid-growth enterprises and other well-established international corporations. DWS offers a series of industry specific business management solutions including Accounting, Financial and Distribution Management, Enterprise Resources Planning (ERP), Customer Relationship Management (CRM), Supply Chain Management, Warehouse Management, LAN and WAN Networking and Integration, e-Commerce, Internet Infrastructure and Enterprise Security.

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About Sage Asia

Sage Asia, a subsidiary of The Sage Group, plc, provides small-and-medium sized businesses with a broad range of end-to-end business management applications. Its easy-to-use, scalable and customizable applications enhance its customers' competitive advantage. Its products support accounting, operations, customer relationship management, and the specialized needs of accounting practices, distribution and manufacturing. Its portfolio of leading solutions include: Sage Accpac ERP, Sage CRM, Sage Saleslogix, ACT! By Sage, UBS, EasyPay and Sage ERP X3 among others. Sage's Asia network covers Singapore, Malaysia, Thailand, China, India, UAE, Saudi Arabia and other key cities in Southeast Asia.

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