



Adwiza Casestories

IST

*IT-specialisten
för skola och barnomsorg*

IST Sweden AB

Ecophon[®]
AKUSTIKLOFTER

Saint-Gobain Ecophon A/S

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IST Sweden AB



IST had Nordic ERP Sync, Nordic ERP Jump and Nordic ERP Filer installed to integrate their Navision Financials SQL system with SuperOffice CRM 5.

Faster and better customer service

In 2002 we integrated our ERP system with SuperOffice CRM 5 with the objective that all company information for the sales department should be collected in one system. With the installation of Nordic ERP Sync, Jump and Filer, it is now possible for us to transfer data between the two systems, and we can focus on working in one system, SuperOffice CRM 5.

The integration has had many positive results:

- We can act more professional when a customer calls because the sales persons with the Jump module has immediate access to the overview of the history of activities with the customer
- We have information which of our modules (Extens and Dexter) the customer has
- We have a complete overview of payment terms and contracts for the customer
- We have achieved a better structure and centred the vast amount of information we have on all of our customers and prospects
- The sales persons have instant access to all customer information, which in the end means better customer service

Reduced administration time and increased trust between departments

Since the installation of ERP Sync, Jump and Filer, administration time has been reduced, including the time it took us to learn the work processes in SuperOffice and the integration modules. The reduction of administration time has had a significant influence on the efficiency of the sales time, since the sales persons spend less time searching for information. Also, standardized work processes have been implemented, for example, writing of quotes directly from within SuperOffice. The result has been that more time can be spent following-up on customers.

We have already experienced an increased level of trust between departments. This trust comes from the fact that sales persons with the Filer modules now have the opportunity to see what information and materials are being sent to their customers. For instance, if customer service sends out a contract or an invoice to a customer, it is now possible for the sales person to see this and conduct a sales follow-up to the customer. The synchronization of data means that employees in the different departments trust each other because they can see that the activities are carried out and the work processes are working.

Before the integration we lost important information

We had a need for a structured CRM system to support sales persons and management since we sometimes lost important and crucial data if a sales person left our company. Important information about customers and sales person's different relations such as sales processes, conversations, visits and discussions were often connected only with the individual sales person. With SuperOffice and the integration, the information is now stored and exchanged in the CRM system, which means that new sales persons can be up and running more quickly.

The integration modules provides management with up-to-date information

From a management point of view, Nordic ERP Sync, Jump and Filer meet our needs to receive up-to-date information and having complete reports available. Management can extract information to see what is in the pipeline and base precise forecasts on this information.

The products are standardized and tested

We had a need for a CRM system in IST, and the essential and determining aspect in the

decision making process was that we needed an integration between our Navision system and the CRM system. We selected Nordic ERP Sync, Jump and Filer because it is standard software. Consequently, these products will constantly be improved and updated based on the input and experience from customers in other industries.

Nordic ERP Sync, Jump and Filer are now also installed in Norway

The cooperation between IST and Adwiza has been smooth and has fully met our expectations. We have drawn upon Adwiza's broad knowledge and experience with the work processes in both our ERP system and SuperOffice. During this development phase, Adwiza has made us think two steps ahead, because they suggest new solutions and improvements to handling the systems. Adwiza has participated in the process

from the beginning and has been partly responsible for the training of our employees in the use of SuperOffice. The success with the implementation in Sweden has resulted in the integration modules now also being implemented in our office in Norway.

*Fredrik Persson,
Systems Manager in IST Sweden*

About IST

IST has, since 1985, been focused on the educational sector and on developing, producing and maintaining effective IT-solutions to schools and institutions. IST's concentration and focus on the educational sector has given IST a leading market position in Scandinavia. Today more than 90 employees are working in IST and the turnover is over 8.5 million EURO. IST has offices in Växjö, Stockholm, Copenhagen and Oslo.



Saint-Gobain Ecophon A/S

Saint-Gobain Ecophon A/S has had Nordic ERP Sync, Nordic ERP Jump and Nordic ERP Filer installed to integrate between their Navision Concorde system and SuperOffice CRM 5.

Our employees have access to the newest data

The main purpose with the installation of the integration modules is that all employees in Ecophon have access to the newest data in the easiest way, regardless of which system they are working from. Our sales persons have to work from one system and receive information from SuperOffice. Consequently, they do not have access to the Navision Concorde system. With the integration modules data is transferred between the two systems and ensures that our employees received the necessary information.

The integration has had many positive results:

- We have clarity over the data quantity in Ecophon.
- The employees share knowledge and everybody can see the discussion, conversations etc. attached to a customer. This is essential since a sales person firstly can cooperate with an architect where after another sales person takes over the case and cooperates with a carpenter.
- We have become more observant towards maintaining data and create data correctly. We hereby avoid irritation over lack of data.
- We have a system which everybody can use, regardless of the IT-knowledge

We have had adaptations developed to our SuperOffice solution

Since the installation in July 2001 several requirements have arisen for making adaptations to our SuperOffice Solution. An adaptation is e.g. that when a sales person is making a quotation the quotation number is transferred to the Navision Concorde system. When the sales person calls it is possible to locate the quotation by searching on the customer/quotation number. The adaptation is time saving since it is not necessary to go through the entire customer history in order to locate a specific quotation.

Another adaptation we have had developed is regarding creating quotations to a specific project. A point of departure is taken in the project screen picture in SuperOffice when the Jump module is activated. Consequently, when a quotation is printed from the Navision Concorde system the quotation is attached both to the customer and the project.

We have also adjusted the address fields. In SuperOffice there are two address fields, one for the mail address and the other for the street address. We have developed/synchronized adaptations in order for the design to appear as in the Navision Concorde system.

The integration modules are implemented in England, Holland, Germany, Poland and Denmark

Nordic ERP Sync, Jump and Filer are in addition to in Denmark also installed in England, Holland, Germany and Poland. Adaptations are developed in these countries to fit specifically the different countries' requirements. Furthermore are Sweden and France about to install the integration modules.

There is a positive attitude towards the integration across Ecophon

Conducting integration between the two systems takes time. We had to transfer data to a new system and since we were already working in one system it took some time to build up the same level of quality in the data quantity in SuperOffice. However, presently we are experiencing a positive attitude towards the integration across Ecophon.

Adwiza is putting our ideas and wishes into effect

We have received good service from Adwiza and we have developed a teamwork with Adwiza where they have managed to put our ideas and wishes that we had with the integration into effect. It is important to us that our partners can think independently. Adwiza has fully been able to do this and has consequently been a preferred partner throughout the whole process.

*Søren Søgaard, Marketing
Coordinator, Saint-Gobain Ecophon*

About Saint-Gobain Ecophon

Ecophon is part of the Saint-Gobain group, which is a market leader within manufacturing of technological materials. The present organization of Ecophon is divided up geographically and the group has more than 700 employees. Ecophon started its internationalisation process in 1983 with sales offices in England and Holland. Today we are working globally through subsidiaries in Europe, including in Russia and in the US. The primary production facilities are located in Sweden and in Denmark with complementary production in France and Finland.