



»We have achieved a greater value from our SuperOffice by using Adwiza add-on modules«



Observer Denmark is part of the international Observer Group. The Observer Group is the world leader in the field of Business Intelligence and Communication Intelligence – media monitoring and Media analysis.

In year 2002 Observer Denmark were facing a huge challenge. The Observer Group wanted to improve communication between the subsidiaries. »We wanted to have a better overview of our international customers and, if possible we also wanted the total overview of each customer in one system« states Line Nadelmann, responsible for SuperOffice CRM at Observer Denmark A/S

As the basis for all customer contact Observer have chosen to use SuperOffice CRM. Observer Denmark A/S have expanded their SuperOffice solution with the following Add-on modules from Adwiza:

- ERP Sync
- Data Sync
- ERP Jump

Observer Denmark decided on these modules in order to get clarity of all customer information. This has also improved the administration of customer information significantly, as sales staff now automatically have access to the latest data on their customers. The initial wish was to have all the right customer information in SuperOffice CRM.

This has been accomplished, and it is now possible for the employees with Observer Denmark A/S to see data from the ERP system, production system and annual account figures on customers directly in SuperOffice CRM.

Working procedures have been reduced and more focused

We experience that working procedures for a number of employees have been dramatically reduced and are much easier after the integration through the Adwiza modules. Before it could take 10-15 minutes to find all the needed information on each customer. Now it is possible for Observer Denmark A/S to find all the information in their SuperOffice CRM – just as they wanted it.

Working closely together for better results

» We have received a very friendly and competent service from Adwiza through all stages of the integration process« states Line Nadelmann. In the initial phase we were very focused on analyzing and

specifying our expectations. This was also the case during the implementation of the Adwiza Add-on modules. Thereby we could ensure that we did not face any unpleasant surprises and that the system would meet our demands.

Adwiza have transformed our ideas into real life

With Adwiza as our collaborator we have developed a large mutual trust. Adwiza can carry out our ideas with our SuperOffice CRM installation.

We have had great benefit from their broad knowledge of experiences with working processes. In this development phase Adwiza have made us think two steps ahead, by presenting new solutions and improvements for SuperOffice CRM. It is very important to us that our collaborators can view the complete processes and not just smaller elements. Adwiza have more than fulfilled our expectations and have through out the process been our preferred collaborator.

SuperOffice Solution Provider

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