



Microsoft Dynamics Customer Solution Case Study



Easy-to-Use, Fast Customer Management System Connects Global Electronics Manufacturer

Overview

Country or Region: United States

Industry: Manufacturing

Customer Profile

Headquartered in Palo Alto, California, Euphonix manufactures professional audio-mixing consoles, digital recorders, and peripherals for use in film studios, music studios, and broadcast stations.

Business Situation

With Euphonix's existing customer management system, the company struggled to maintain detailed, easily accessible information regarding ongoing sales and the associated customer.

Solution

Euphonix teamed with Microsoft® Certified Business Solutions Partner Workopia and deployed Microsoft Dynamics™ CRM 3.0 to 50 employees in the sales and customer service departments.

Benefits

- Connects global sales organization
- Easy to learn and use
- Synchronizes information instantaneously

“Microsoft Dynamics CRM lets me sleep at night. Synchronization is faster than ever, my end users actually want to use the system, and overall, the system just works.”

Andy Izsak, Director of Information Technology, Euphonix

When managing a lengthy sales cycle, maintaining and having access to detailed account records can define the success of the sale. For electronics manufacturer Euphonix, an outdated customer relationship management (CRM) system provided less-than-adequate support to its global sales force and made it difficult to keep accurate, up-to-date sales records. Consequently, the company teamed with Microsoft® Certified Business Solutions Partner Workopia and rolled out Microsoft Dynamics™ CRM to 50 employees across the company. Today, Euphonix is excited about the robust system that connects employees around the world to a single source of customer information and provides instantaneous data synchronizations. Now, its remote employees have quick access to the data they need stay productive and close deals. In addition, the company now has a user-friendly CRM solution its employees want to use.



“Microsoft Dynamics CRM enables us, in our globally scattered sales organization, to communicate effectively and efficiently.”

Andy Izsak, Director of Information Technology, Euphonix

Situation

As a manufacturer of audio-mixing consoles, Euphonix uses a combination of direct sales and distributor channels to sell its products to broadcast, music, and film studios around the world. An average sales cycle might last 12 to 18 months. During this time, Euphonix must maintain a detailed record of each customer and the associated sale's status. This information must also be available to the company's global network of sales personnel so that everyone has the same visibility into customer accounts. But Euphonix's previous customer management system—a combination of FileMaker contact management system and the Microsoft® Office Outlook® 2003 messaging and collaboration client—made it difficult to access information, manage sales leads, and effectively market Euphonix products.

Solution

Euphonix needed a single, scalable solution that would track and provide access to all of its sales and customer information from around the world. To accomplish this goal, Euphonix teamed with Microsoft Certified Business Solutions Partner Workopia, and implemented Microsoft Dynamics™ CRM. To begin, the company deployed Microsoft CRM 1.2 to 12 sales employees who used it to process sales leads from exhibitions and outside callers. Upon upgrading to Microsoft Dynamics CRM 3.0, Euphonix expanded its rollout to 50 employees across the organization, including the customer service department. Microsoft Dynamics CRM 3.0 integrates with applications in the Microsoft Office System, such as Outlook 2003 and the Microsoft Office Excel® 2003 spreadsheet software. In the future, Euphonix plans to integrate Microsoft Dynamics CRM with other internal systems.

Benefits

Microsoft Dynamics CRM 3.0 provides Euphonix with a solution that connects its

sales organization around the world, is easy to use, and synchronizes data faster than ever.

Connects Global Sales Organization

“Microsoft Dynamics CRM enables us, in our globally scattered sales organization, to communicate effectively and efficiently,” says Andy Izsak, Director of Information Technology for Euphonix. “Now, every single one of our employees, whether they are located in Tokyo, Hamburg, or London, has access to information 24 hours a day.”

Easy to Learn and Use

Implementing new software may cause negative backlash at any organization—but not at Euphonix. The power and rich functionality of Microsoft Dynamics CRM is helping employees do their jobs better and more efficiently.

“Transferring information between Outlook and Microsoft Dynamics CRM is seamless,” says Frank Lee, President of Workopia. “Thus, Microsoft CRM 3.0 maintains its reputation of being really easy to use.”

And because Microsoft Dynamics CRM fluidly supports day-to-day tasks, instead of management driving the roll out, Euphonix employees are requesting licenses to use Microsoft Dynamics CRM.

“Once the staff saw the power of Microsoft Dynamics CRM, they were believers,” says Jonathan McDonald, Inside Sales Manager for Euphonix. “I know that sounds a bit over-the-top, but it's quite true.”

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: www.microsoft.com

For more information about Euphonix products and services, call (650) 855-0400 or visit the Web site at: www.euphonix.com

For more information about Workopia products and services, call (415) 531-6574 or visit the Web site at: www.workopia.com

Synchronizes Information Instantaneously

Remote salespeople need quick access to the most current information. With Microsoft Dynamics CRM 3.0, the time it takes to synchronize information is greatly reduced from as many as 30 minutes down to a few seconds.

Overall, Microsoft Dynamics CRM 3.0 has met all of Euphonix's expectations and then some. Izsak explains, "Microsoft Dynamics CRM lets me sleep at night. Synchronization is faster than ever, my end users actually want to use the system, and overall, the system just works."

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems that your company already has implemented. By automating and streamlining financial, customer relationship, and supply chain processes, Microsoft Dynamics brings together people, processes, and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: www.microsoft.com/dynamics

Software and Services

- Microsoft Dynamics
 - Microsoft Dynamics CRM 3.0
- Microsoft Office
 - Microsoft Office Excel 2003
 - Microsoft Office Outlook 2003
 - Microsoft Office Professional Edition 2003

Partner

- Workopia