



AVATAR

STRATEGIC PARTNERS

CASE HISTORY – MANAGEMENT VENTURES, INC.

Company deploys integrated CRM-Finance system to improve relationship management, control discounting, reduce invoicing errors, and reduce delays in management reporting from 3-5 days to minutes.

SITUATION

Management Ventures is the premier provider of information and insights into the top 500 global retailers, with most major manufacturers of consumer packaged goods as clients. Its products included workshops, senior management peer groups, hard copy and electronically delivered publications, and website subscriptions. The company had been using Goldmine for basic Customer Relationship Management, QuickQuotes for orders and invoices, and QuickBooks for finance, with hand re-entry of all data crossing systems and hand-creation of management information spreadsheets. Over the years of 20% annual growth, the company had outstripped the capabilities of its CRM and Finance processes and systems, limiting growth.

OBJECTIVE

The CEO stated his objective of growing the company by a factor of four. Objective: Put in place integrated processes and enabling systems for product definition, contact management, marketing, sales, delivery, service, and financial management.

APPROACH

- Assessment comparing existing processes and systems to recommended processes and systems, with gap analysis and phased long-term plan.
- Process design, followed by development of RFP for vendors & VARs.
- Vendor survey, bidding, and selection.
- Installation and customization by Pivotal vendor team.
- Installation and customization by Scribe vendor team and integration with Solomon (finance).
- Data cleansing and migration, and data synchronization with Solomon.
- Training, launch, follow-on support, and post-launch tuning.

RESULTS

- Systems operational and integrated in 9 months.
- Better management of discounting, improving revenue.
- Real-time awareness of sales and deliveries enabling action responsive to market.
- Reduced management and administrative effort for reporting, a cost saving.
- More complete view of clients, enabling larger sales.
- Reduction in errors for better customer relations and lower internal costs.
- Foundation for integration of all marketing, sales, and delivery channels.