

Lexnet Researches CRM Solution For Guava Technologies

Guava Technologies

www.guavatechnologies.com

Headquarters

Hayward, CA

Type of Business

Biotechnology

Number of Employees:

70

Software

Sage CRM SalesLogix

Number of Sage CRM SalesLogix

Users:

30

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Guava Technologies develops, manufacturers, and markets unique cellular analysis systems whose small-size and sophisticated features makes them ideal for many applications. Laboratories, universities, and pharmaceutical research firms turn to Guava Technologies for the instruments that allow their scientists to analyze individual cells. The company, headquartered in Hayward, California, employs over 70 individuals locally plus a world-wide outside sales force.

Costly Experiment

As a successful biotechnology company, Guava Technologies understands the value technology brings to business. The company invested in Web-based CRM software a few years ago to help them market to prospects, track sales opportunities, and monitor support calls. Kurt Harris, Guava Technologies’ director of North American sales, recalls that the product didn’t live up to his expectations. The company’s mobile sales force was not able to access the software without an Internet connection, the support and service features were lacking.

Harris faults the implementation rather than the product and says that the staff was never given the tools or training needed to make the best use of the software.

Finding A Cure

The decision was made to find another solution and to find a business partner who could help make the project a success. Sage CRM SalesLogix was selected to replace the former system. Insisting on a well-planned implementation that was carried out by skilled professionals, Harris turned to Lexnet Consulting Group of San Francisco.

“Lexnet did a very thorough assessment of our needs. They came highly recommended and they obviously know the product well.”

Sales Research & Development

There have been only raves from the sales staff about Sage CRM SalesLogix. Staff can keep detailed notes about their conversations with contacts, and

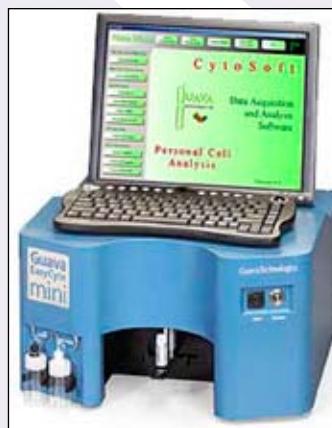
share that information with the rest of the team.

Ed Stuever, an inside sales associate at Guava Technologies, uses Sage CRM SalesLogix all day long. The entire sales team appreciates that all the data about their contacts and accounts is available from a single location. “With the old system, I kept a spreadsheet of my scheduled call activity. Now, no more spreadsheets—I can easily schedule and track all of my sales activities,” says Stuever.

Getting information out of Sage CRM SalesLogix is as easy as getting it in. Stuever praises the sophisticated reporting capabilities of the software, yet appreciates that he can perform a simple query to get the data he needs quickly without the need to create a complex report.

Harris concurs, “SalesLogix’s forecasting capabilities are impressive,” says Harris, “I can look at our forecasts in several different ways and get meaningful and useful data quickly.”

Targeted email marketing campaigns are simple to accomplish in Sage CRM SalesLogix and Stuever can identify the specific audience he wants to address his message to. “Every field is searchable so I’m able to pick out just immunologists in North Carolina who work for XYZ Company if I need to,” says Stuever.



Thanks to Lexnet, Guava Technologies now has a CRM system that supports the way they do business.

Detailed Analysis

Sage CRM SalesLogix Customer Service provides Guava Technologies with powerful tools for tracking and analyzing post sales activities and technical support.

Larry Boyle, Guava Technologies’ technical support manager, is able to look at support tickets by the type of problem, technician responsible, date, priority, or any other attribute.

Boyle can instantly determine how many tickets are open, and who they are assigned to, and when they were last updated. “Lexnet spent lots of hands-on time with me, learning how we handle technical support. As a result, we have a system that works very well for us.”

Leadership. Experience. Net Results.

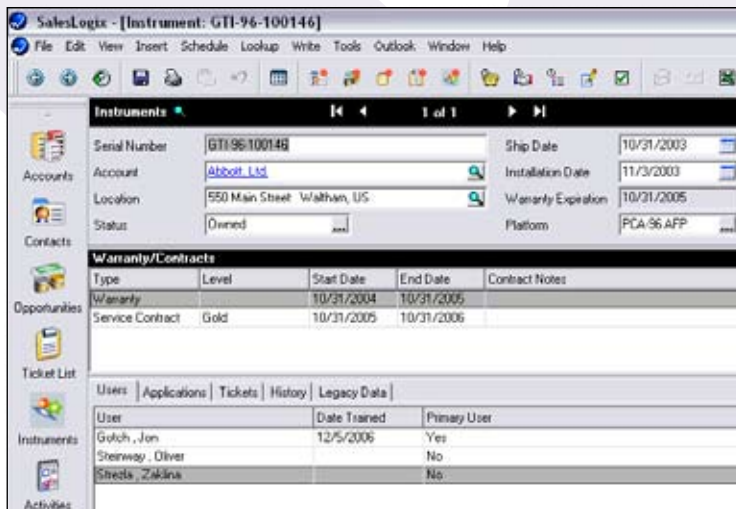


By analyzing tickets involving a specific component, a potential manufacturing defect, such as a troublesome circuit board can be identified. Boyle says the company's overall quality has improved as a result. "We're now able to track improvements in our production process to see whether new quality control measures we implement are paying off."

Currently Lexnet is configuring Sage CRM SalesLogix to automate service contract renewals, ensuring an instrument is always covered, as well as generating revenue for Guava Technologies. Letters explaining an instrument's warranty status, with an offer to extend the coverage, will be generated automatically from Sage CRM SalesLogix and sent to customers in advance of the warranty expiration date.

Harris prefers that with Sage CRM SalesLogix Guava Technologies hosts the server. "It's a real advantage in that we can configure it to meet our needs, making actual product level changes. Lexnet's consultants are experts in the product framework and have been able to tailor the system for us."

Each mobile sales professional carries Sage CRM SalesLogix on their laptop — this offers them easy



The service history for each instrument is stored in Sage CRM SalesLogix.

Examining the Data

Lexnet configured Sage CRM SalesLogix so that individual instruments may be tracked in great detail. The service history for each instrument is stored, as are warranty details, sales date, installation date, the customer name, and even individual users and the date they were trained on the instrument's operation.

This unique use of the CRM software allows Guava Technologies to analyze its equipment from multiple angles: by customer, by support ticket, by warranty status, and by user. The result is a comprehensive and unprecedented view of the company's vital business operations.

"This relational way of looking at our instruments database gives us tremendous insight into the data," says Harris.

access whether connected to the Internet or not. "Our reps now have all the information they need with them all the time," says Harris. The result is a much higher utilization of Sage CRM SalesLogix than with the old software, meaning more useful data makes it into the system.

The Results Are In

Guava Technologies' sales and support operations are benefiting handsomely from a professionally and conscientiously implemented CRM solution.

"The implementation can make or break the project," explains Harris, "Lexnet did a fine job of implementing Sage CRM SalesLogix. They did a great job of listening, and then they matched the software to the way we do business."

Lexnet Consulting Group is a leading provider of objective CRM business analysis and implementation services. The company is headquartered in San Francisco California, with additional offices in Los Angeles and Atlanta. Lexnet was founded in 1994 by Steve Chipman in order to provide companies with an expert resource for the evaluation and implementation of customer relationship management solutions.

The Lexnet team has completed more than 200 successful CRM implementations for mid-sized companies and teams within large enterprises. Among the companies that have improved the efficiency of their sales and marketing process with help from Lexnet are Ask Jeeves, Barclays Global Investors, Photon Dynamics, Swinerton Builders and Tarantella. For more information about how Lexnet Consulting Group can help you untangle the complexities of customer relationship management, go to www.lexnetcg.com or email us at info@lexnetcg.com.



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