

Bruker AXS Turns to Resolv for Re-Implementation of Sage SalesLogix

Resolv and Bruker AXS took a broken Sage SalesLogix implementation and made it usable again. Satisfaction and usability are through the roof and Bruker AXS continues to prosper.



Bruker AXS designs, manufactures and distributes scientific instruments for elemental analysis, materials research, structural and surface investigations. Their innovative solutions enable a wide range of customers in heavy industry, chemistry, pharmacy, ophthalmic, semiconductor, solar, life science, nanotechnology and academic research to make technological advancements and to accelerate their own progress. Bruker AXS is a division of Bruker Corporation and operates from a state-of-the-art facility in Madison, Wisconsin. They are responsible for manufacturing, marketing, sales and service for North America and have a sister office in Karlsruhe, Germany.

Bruker AXS' Madison office had been using Sage SalesLogix as a sales management tool. "It made sense for both our Madison and Karlsruhe offices to be on one system," said Karen Roscoe, Bruker AXS' marketing product

manager. While both offices tried to make the joint implementation work, it proved difficult. "Karlsruhe had much different needs and were supporting a unique sales structure," continued Karen. "We knew Sage SalesLogix could work for our office, we just needed to find a partner who would be able to help us get there."

"We interviewed three companies and selected Resolv. Their approach was far more process-oriented than anyone else we considered. Following a needs assessment that involved interviewing our end users and understanding our current business, Resolv presented a multi-phase implementation proposal to not just fix what we had, but to get us much more out of our SalesLogix implementation," said Karen.

"Resolv guided us through the entire process of re-implementation and upgrading to the most recent version of SalesLogix," said Karen. "They completely revised the interface to

make it work for us. Resolv trained our people and, as a result, both satisfaction and usability with SalesLogix has gone through the roof."

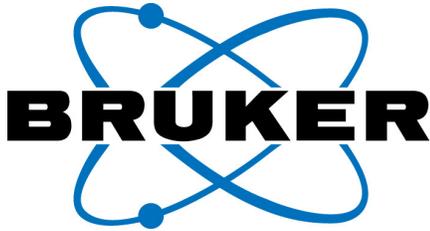
Prior to working with Resolv, there was very little visibility into the contacts and accounts in each salesperson's territory. Information was inaccurate and sparse. Now the sales team sees how SalesLogix empowers them with information. "On average, our sales cycle is two years. During this time, it is critical to keep in touch with prospects," said Karen. "With SalesLogix, we can track a lot of information on our contacts. Our salespeople have everything they need at their fingertips. Interactions with contacts are more productive. They can quickly see what products a customer has, when their last sales call was and what potential cross-selling or upgrade opportunities exist. Using SalesLogix has boosted our ability to meet our customers' needs."

Before SalesLogix was re-implemented, only a third of Bruker AXS' contacts had email addresses. Now that Resolv created an intuitive user interface, the salespeople actively update contact information. Today, 75% of contacts have email addresses, thus making electronic communication a reliable means of marketing. "Over the last few years we have been able to switch to electronic communication from print advertising and mailings," said Karen. "Our marketing costs have decreased and the effectiveness of those efforts has increased."

"We have also seen an increase in our ability to cross sell our products," said Karen. "With the access we have to our customers' installed-product data, we can create segmented groups and market complementary products or

"We really appreciated Resolv stepping back and looking at our big picture. Sage CRM SalesLogix is now a usable and vital tool for our business."

**—Karen Roscoe, Product Manager,
Bruker AXS**



Improvements Achieved

- Improved usability and satisfaction
- Increased visibility into contact and accounts
- Consistent and cost-effective marketing
- Insight into marketing tactics with the highest ROI
- Product information sent to prospects within 24 hours of a request
- Opened the dialogue between marketing and sales
- Reports and forecasts help sales, marketing and accounting departments
- Access to service with support plan

new products that we develop. While there is a limited number of prospective customers for our products, the ability to sell each customer multiple products is a definite advantage."

"Resolv created a literature request tool for us," said Karen. "Each salesperson used to have a stock of literature that they would send out, which sometimes would become out of date. Also, if they were meeting with customers or attending trade shows, literature requests may be slow in being fulfilled. Now that the literature request function is centralized, it is far more efficient. One person is responsible for managing, maintaining and sending literature. It used to take us up to two weeks to send out information, now it is out within 24 hours of the request."

Forecasts are also more reliable. "Resolv worked with us to set up reports based on the opportunities the salespeople enter. These forecasts roll up and allow our sales managers to have a much better idea of what will close in a given quarter," said Karen. "Our sales have gone up over the last three years. Better relationship management and improved communication between sales and marketing are definitely contributing factors."

To help Bruker AXS maximize their marketing investment, Resolv recommended implementing the campaign management module. The module allows Bruker AXS to set up a targeted campaign that may have several tasks or phases associated with it. Bruker AXS now monitors the responses and can see how effective each task is in the overall campaign. "We can track the return on our marketing dollar investment," said Karen. "The visibility into which marketing activities generated sales opportunities has been absolutely eye-opening for us." Bruker AXS relies on a report written by Resolv that provides what marketing activities

led to active and closed opportunities. "We have been able to refine our marketing and apply what we learned from one product line to another. Without this tool, we would continue to be shooting in the dark."

"Our accounting department appreciates the accurate forecast information that we can pull from SalesLogix," said Karen. "We also have a better dialogue between the sales and marketing departments as a result of SalesLogix. Marketing can see the type of leads that sales is looking for and which leads need more nurturing."

Bruker AXS takes advantage of Resolv's Tier 3 support plan, an investment that according to Karen, "is worth every penny. We have nearly 100 users, so programming, administrative and end-user support are critical. Working with Resolv has gotten us much farther than we could have imagined," said Karen. "Their support and programming have been outstanding. They help us improve processes for the long term and are a partner we rely on."



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