



# Axxés

## The Express Lane to CRM Success

### Company Profile

#### Headquarters

Lyon, France

#### Founded

2004

#### Company Description

Toll services for companies in Europe

#### Customers

20,000 B2B customers all over Europe, 190,000 on-board communication systems.

#### Solution

Sugar Professional™  
On-Demand

#### Implementation

Partner



When the European Union passed a new directive in 2004 to set up a European electronic toll system for motorways and tunnels, a number of motorways companies, tunnel operators, and a credit bank founded the company Axxés, a subsidiary aimed at promoting, operating and marketing the new on-board communication systems, service media, and complementary services associated with the new toll system.

By early 2007, rapid growth meant Axxés required a new CRM solution that could handle promotion, marketing and customer service tasks for the company. Realizing they needed a user-friendly CRM solution that could scale and grow with the business for years to come, Axxés turned to Synolia, a French-based systems integrator, which in turn recommend and installed Sugar Professional On-Demand.

### Customizable On-Demand CRM

Axxés contacted Synolia in April of 2007 and quickly settled on SugarCRM and an on-demand deployment model. Axxés' decision was driven by two reasons, explains Guillaume Domingeon, IT manager at Axxés. "We needed to deploy a CRM solution in a very short time frame and with minimal cost. Secondly, we wanted to deploy a CRM system that could fully support our development and our need for new functionalities for years to come."

Over the summer of 2007, Axxés relied on Synolia to handle the implementation, training of end-users, integration, customization and hosting of Sugar Professional On-Demand. "More than anything, Axxés needed a strong partner to install and fine-tune the application in order to have a seamlessly integrated CRM system that would support their business processes," says Stephane Calimodio, a consultant with Synolia.

Specifically, Synolia worked on developing a custom interface between SugarCRM and Axxés' billing system to handle transfer of account, contacts, and quantitative data. Classical customizations were made using Sugar Studio, which included adding and deleting fields. In addition, translations for module name and drop down values were made and custom relation fields were built in along with JavaScript to facilitate the user interface. By November of 2007, this work was complete and Sugar Professional was deployed to 15 end-users throughout the company.

### The Express Lane to CRM Success

Since the completion of phase 1, Axxés has seen improved customer service and better prospect targeting for their on-board communication systems and complementary services.

The implementation has been so successful, Sugar Professional is now being leveraged by 39 end users, while several updates are being planned to allow the application to evolve alongside Axxés' growth. "The use of SugarCRM at Axxés is growing everyday, and

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Guillaume Domingeon  
IT manager  
Axxés



it has become an essential tool for better serving our customers on a daily basis, as well as better defining our customer strategy," Domingeon says.

### About Axxés

Via a directive of the European Union (EU), a group of motorway concessionaries created a common subsidiary to manage, promote, operate and market the on-board communication systems and other complementary services associated with a new toll system. The aim is to be able to pay road tolls throughout the EU with a single device on-board the vehicle and a single subscription contract.

<https://www.Axxés.fr/en/>

### About Synolia

Synolia is the oldest SugarCRM partner in the world. Since 2004, Synolia has been providing provided businesses of all sizes with deep expertise in the implementation and deployment of SugarCRM solutions by providing companies with customization, training, integration, and more. Synolia now provides SugarCRM solutions and services for more than 50 companies and 1,000 users. For more information call 04 27 70 53 70 or visit <http://www.Synolia.com> or email [sugar@Synolia.com](mailto:sugar@Synolia.com)

