



Content Conversion Specialists (CCS)

A German-headquartered content archiving provider makes the switch from homegrown to Sugar Professional™ with the assistance of SugarCRM® partner Genius4U.

Company Profile

Headquarters

Hamburg, Germany

Founded

1976

Company Description

Clients use CCS technologies and services to process the contents of historical and contemporary documents in such a way that the information contained therein is rendered usable and becoming marketable

Website

www.content-conversion.com

Solution

Sugar Professional

Implementation Partner



For Content Conversion Specialists (CCS), providing their clients with barrier-free accessibility to content of various types represents one of the cornerstones of their business. As a provider of technology that captures and archives books, documents, newspapers, web sites and radio/television broadcasts, it's that same accessibility that drove CCS to look for a new CRM system capable of bringing all their relevant sales data together for more accurate reporting.

From Homegrown to Sugar Professional

By the start of 2008, CCS had outgrown the limits of its homegrown solution was looking to replace it with a more capable, more agile application, says Stefan Klein, product manager at CCS. "The old system couldn't interface with Microsoft Office and creating custom reports was a major undertaking. We needed something we could build our sales processes around and really improve our visibility into the pipeline."

With their criteria established, CCS went to market, and after evaluating a number of options that included Telsa CRM and SAP, CCS settled on Sugar Professional. Upon their evaluation of SugarCRM, Genius4U, a German-based SugarCRM partner contacted CCS and got the ball rolling in June of 2008

After 3 months of customizations, training and rollout, Genius4U deployed Sugar Professional On-Site to 30 users throughout sales. "Genius4U was excellent," Klein says. "Data migration and training for user adoption was critical, and we were able to tackle those issues inside of three months."

The Results

Since the deployment, CCS has standardized its entire sales force on Sugar Professional, leveraging the Accounts, Opportunities and Cases modules the most. Sales now has a centralized system through which to track the various sales stages and custom reports have been generated for reporting back to management in addition to sales forecasting. SugarCRM's plug-in with Microsoft Office has also proved popular among end users, as it saves time and efficiency with email tracking whereby the old system required manual copying.

CCS has also enhanced Opportunities Module in Sugar Professional to cater to its specific sales process. CCS has deeply meshed the

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Stefan Klein
Product Manager
CCS



"Sales-Matrix" tool based on the Solution Selling SPI® into Sugar's process flows in the Opportunities Module.

With account management and reporting out of the way, CCS is now close to deploying a customized Quotes module, which will allow sales people to handle and track the entire document process from initial offering through billing. "Before, we were handling quotes within our ERP system, which wasn't very practical. Now they're handled through Sugar Professional," Klein says.

Another benefit of the customized Quotes module is the ability to consolidate product and price listing information across different companies throughout Europe. "Sugar is helping to make our lives much easier."

About CCS

Information accessibility for anyone, anytime and anywhere has been the vision of CCS ever since the company was founded. That is why CCS has made it its business to provide institutions, organisations and companies with the means needed to make information accessible. Our clients use CCS technologies and services to process the contents of historical and contemporary documents in such a way that the information contained therein is rendered usable and becoming marketable. With the help of CCS information is given the added value of barrier free accessibility. Information becomes a digital product.

About Genius4U

The Genius4u team believe, that good software solutions should dramatically simplify your daily work and bring benefits to your business. Today there are Enterprise Software Solutions that are affordable, simple to implement and ingeniously simple to use. We select for you the "Best of Breed" solutions, that ideally meet your requirements, the solutions are not just suitable for large enterprises, but are also affordable for small and medium sized businesses.

