



Carpathia Hosting

Carpathia Hosting Leverages Sugar Professional for Explosive Growth

Company Profile

Location

Dulles, VA

Founded

2003

Company description

Carpathia delivers secure, reliable and compliant IT infrastructure and management for some of the world's most demanding enterprises and federal agencies.

Website

www.carpathia.com

Solution

Sugar Professional™

Solution Partner

NEPO Systems
open is now

Carpathia Hosting is a leading provider of managed hosting services, delivering secure, reliable and compliant IT infrastructure and management for some of the world's most demanding enterprises and federal agencies. In May 2008, an investment group that set high expectations for the future of the company acquired Carpathia. As a result, the company immediately launched on a new growth trajectory and required its CRM solution to be flexible enough to support that growth. Its solution at that time, salesforce.com, was a basic implementation and Carpathia realized that it was not a cost-effective, scalable option going forward.

An additional objective, consistent with Carpathia's rapid growth, was to implement a solution that could be used by all departments in the company. It was evident that any new CRM solution would need to be flexible, intuitive and open to support Carpathia's evolving business requirements.

Requirements

Carpathia intended to use its new CRM solution in all areas of its business including executive management, legal, marketing, accounting and sales. With hundreds of products, numerous variables, different revenue classifications, existing business processes and the need to automate its provisioning cycle, Carpathia required a flexible system that could be customized to meet its unique demands. In particular, its sales team needed to adhere to rigorous tracking and reporting requirements that used numerous customized screen views, reports, quotes and proposals. Carpathia also wanted its CRM solution to serve as a central repository for high-level documents including contracts, non-disclosure agreements and proposals. Seamless integration with new and existing systems as well as access to an email plug-in were also key considerations. Proprietary "off the shelf" products were evaluated but they could not provide the flexibility of Sugar Professional.

Solution

Carpathia's business manager had been previously introduced to SugarCRM and Sugar's solution partner, NEPO Systems. Once Carpathia engaged with Sugar and NEPO Systems, it was clear Sugar Professional was the best choice as it provided unrivaled flexibility to support Carpathia's growth. Dave Stinson, Director, Commercial Sales states, "Sugar offered so many more options for our business, it was easy for us to decide to go with Sugar Professional and NEPO Systems."

Carpathia adopted Sugar Professional in January 2009. One of Carpathia's first objectives was to streamline its quotation process. NEPO Systems strategized with Carpathia to implement a solution that could simplify quotation creation, delivery and management. NEPO was able to leverage the existing Sugar Professional quotes and product catalog modules to fully support Carpathia's requirements and this without changing Carpathia's existing business processes.

Within one month of its launch, Sugar Professional was up and running as a system that could quickly produce accurate quotes with a variety of proposal templates, adhere to a stringent approval process, help automate the provisioning process with defined templates and notifications, and provide executive insight into recognizable and booked revenue forecasts.

As Carpathia was getting much better insight into its sales process, a need to improve the lead management and distribution process

"Sugar offered so many more options for our business, it was easy for us to decide to go with Sugar Professional and NEPO Systems."

Dave Stinson
Director, Commercial Sales
Carpathia Hosting

www.sugarcrm.com



10050 North Wolfe Road ■ SW2-130 ■ Cupertino, CA 95014 ■ T: 408.454.6900 ■ F: 408.873.2872
SugarCRM Deutschland GmbH ■ Crუსiusstraße 1 ■ 80538 Munich ■ Germany ■ T: +49 (0)89.18.91.72.0 ■ F: +49 (0)89.18.91.72.150

became clear. All leads given to sales had the same weight, there was no differentiation between good leads and not-so-good leads. As a result their sales organization was complaining about the overall quality of the leads and the effect this had on their sales cycle.

To solve this business problem, Carpathia decided to implement a Marketo Marketing Automation solution for increased efficiencies in lead generation. NEPO Systems leveraged the Sugar Cloud Connectors and the Marketo APIs to build a deep integration between SugarCRM and Marketo's Lead Management System.

Carpathia has also asked NEPO Systems to Integrate SugarCRM with Solomon, its accounting solution.

Benefits

Carpathia has implemented a company-wide adoption of Sugar Professional.

Its sales team records every detail of prospect and customer interaction into Sugar so sales management can track sales performance metrics and the closing ratio of each sales person. In addition, Sugar also serves as a repository for sales call records, customer email communications and customer contracts.

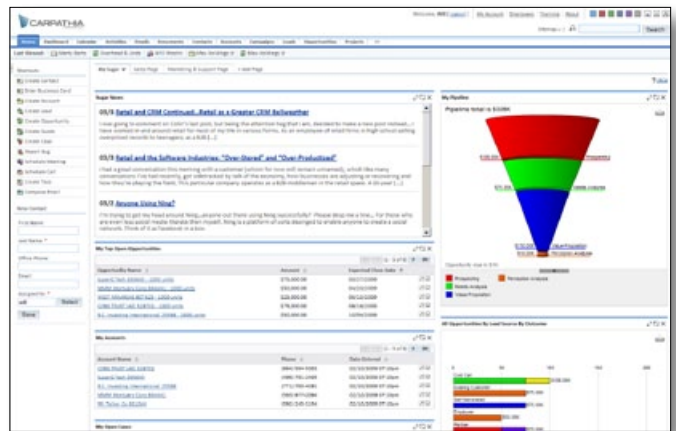
"With Sugar Professional, we can track the sales cycle of every single deal we close," explains Stinson. "We use this data to run 50 weekly reports in Sugar Professional for the management team. There aren't many systems that can track and report this level of detail. It's amazing what Sugar Professional can do for us."

Carpathia's marketing team uses Sugar's reporting functionality to track activity including marketing lead sources and sales stage and leads/wins analysis. This high level of detail then feeds executive management reports that support the strategy behind Carpathia's explosive growth over the past two years.

The Marketo integration with Sugar Professional has accelerated Carpathia's "lead-to-cash" process and provided seamless data integration and analysis that effectively demonstrates marketing ROI. As a result, Carpathia's user adoption has increased and its marketing and sales teams are working together more effectively to identify leads and close business.

In particular, Carpathia's sales organization has shortened sales cycles with Marketo's lead-scoring system. "Previously we'd dump our leads into Sugar and hope for the best," states Stinson. Now, with the Sugar/Marketo integration, marketing provides high quality leads to the sales team and keeps it focused on leads with the most potential to close.

Also, the Sugar/Marketo integration allows Carpathia to engage in a more informed conversation with prospects and customers. Through behavior and demographic scoring captured by Marketo, the Carpathia sales team has visibility into customer data



in Sugar that provides valuable insight to interests and pain points. "This functionality between Sugar and Marketo allows us to make informed business decisions that will continue to drive the growth of Carpathia," says Stinson.

Carpathia's success with Sugar Professional has supported remarkable growth within the company, resulting in its transformation into a global organization that has more than doubled headcount and tripled the volume of its data centers. This has led to a 50 percent increase of its customer base in just two years.

Carpathia's experience exemplifies best practices in the adoption of a CRM solution: first identifying company goals, then aligning the goals with company processes, empowering employees, and finally choosing an open and flexible technology solution that complements business processes, both initially and over time as a business grows and becomes more successful.

About Carpathia

Carpathia Hosting is a leading provider of managed hosting services, providing secure, reliable and compliant IT infrastructure and management for some of the world's most demanding enterprises and federal agencies. Founded in 2003, Carpathia is a growing, profitable business run by a seasoned management team with deep experience in delivering enterprise hosting solutions including colocation, managed services and cloud computing. Carpathia's suite of services is designed for organizations seeking scalable, secure, robust and enterprise-grade hosting solutions that can be quickly provisioned or tailored to meet unique requirements. Backed by its E3 Promise™, Carpathia consistently delivers an experience that exceeds customers' expectations. Contact Carpathia Hosting at 1.888.200.9494, or visit www.carpathia.com for more information.

About NEPO Systems

NEPO Systems provides open source solutions for small and medium-sized businesses and Federal organizations. Offering consulting, professional services and on-demand applications, NEPO helps organizations research, evaluate, implement, host and maintain a variety of Open Source Software solutions.