



Daxten

Going Global with SugarCRM®

Company Profile

Headquarters

Shannon, Ireland

Company Fact

Manufacturer and distributor of infrastructure management, remote access devices and cooling optimization products.

Key Customers

BBC, BMW, BP, eBay, Deutsche Telekom, GE Medical, Siemens, Shell

Previous CRM Solution

Siebel

Solution

Sugar Professional™ On-Site

Implementation Partner



Founded in 1994, Daxten is a leading manufacturer and distributor of server management hardware and remote access devices. Daxten has established a strong international presence with headquarters in Ireland and regional offices in Austria, France, Germany, Spain, Switzerland, United Kingdom, and the United States. Daxten serves some of the world's largest companies, including BMW, BP, DaimlerChrysler, Deutsche Telekom, eBay, GE Medical, Reuters, Rolls Royce, and Shell.

Choosing SugarCRM

Faced with rapid expansion and a geographically dispersed work force, Daxten needed a system that would improve sales efficiency and employee collaboration. "We wanted transparency of our daily business operations throughout our organization," says Chad Rislov, Founder and Managing Director of Daxten. "Our previous CRM system did not give us the ease of use and flexibility offered by SugarCRM."

Daxten also needed a system that would empower their sales staff to better communicate with Daxten's large customer base while streamlining the sales process. Daxten's sales management relied too heavily on employees for updates on sales opportunities and wanted a system that would allow them full visibility into the status of pending opportunities. Another key requirement was having a CRM system with the ability to seamlessly integrate with their existing ERP system. Finally, Daxten focused on implementing a user-friendly CRM system that would be

adopted by workers across its European and North American offices.

After evaluating multiple CRM vendors, Daxten enlisted Genius4U, a recognized SugarCRM partner, to implement Sugar Professional On-Site. Daxten's decision was influenced by Sugar's strong functionality across sales, support, and marketing. "With Sugar, we knew we would be able to work more efficiently and serve our customers more effectively," says Rislov.

Partnering With Genius4U for Conception, Implementation and Integration

By partnering with Genius4U, Daxten acquired the know-how to implement a custom version of SugarCRM quickly. Genius4U migrated Daxten's existing customer data with by using the data migration and integration services of Jitterbit, a leading open source integration company. Genius4U built deep ties between SugarCRM and Daxten's existing ERP system. With the two systems integrated, customer data, manufacturer and product information, pricing information, and customer quotes are synchronized.

"We have seen a significant increase in sales and lowered costs due to SugarCRM."

Chad Rislov
 Founder and Managing Director
 Daxten



Expectations Exceeded

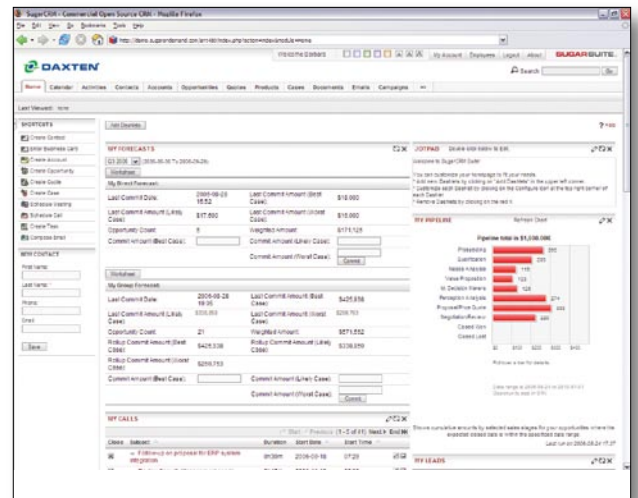
Daxten's lofty expectations of a fully integrated and fully functional CRM system have been exceeded by SugarCRM and Genius4U. "We have seen a significant increase in sales and lowered costs due to SugarCRM," says Rislov. Employees have fully embraced Sugar's easy-to-use interface for marketing, sales and support activities. Management now has a high level view of the day to day operations of their employees and can take action before customer problems arise. "With Sugar and Genius4U, Daxten has achieved best-in-class customer communication capabilities," says Rislov.

About Daxten

DAXTEN, formerly Dakota Computer Solutions, has been a KVM server management specialist since 1994. Daxten is a manufacturer and distributor for KVM switches, CAT5 extenders, monitor splitters, LCD drawers terminal servers, serial console servers cooling optimization devices for name brand manufacturers including Avocent, Austin Hughes, Digi International, Koldlok, Minicom, Raritan and Rose. <http://www.daxten.com>

About Genius4U

Genius4U are IT market experts that offers pan-European "Enterprise" class CRM solutions that offer operational, analytical and collaborative CRM functionality. Genius4U solutions focus on being simple, affordable, reliable, and mobile. To learn more please visit <http://www.genius4u.com>



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