



**Company Profile**

**Headquarters**

Shah Alam, Malaysia

**Company Description**

DiGi is a leading mobile communications company providing a comprehensive range of affordable, convenient and easy to use wireless services to simplify and enrich the lives of its customers.

**Users**

200 Employees for Sales and Support

**Customers**

Serves over 7.2 million mobile customers across the country

**Solution**

Sugar Professional

**Implementation Partner**



# Digi Telecommunications

Digi uses Sugar Professional™ to manage enterprise customer relationships and ensure high level of customer satisfaction

If there is one defining story in the technology world today, it is most likely the explosive growth of mobile communications. It is well known that there are more mobile handsets than personal computers and that each of them has more computing power than the NASA computers that placed a man on the moon. This trend is connecting people all across the world and acting as a great leveler as people are able to communicate and collaborate more seamlessly. Leading this charge in Malaysia is Digi Telecommunications, which serves over seven million mobile customers in its home market.

Enjoying a leadership position in a growing industry brings many rewards but also a number of growing pains. Digi, like other telecommunications providers, is quite focused on customer acquisition and satisfaction. In order to better service customer through the sales cycle, Digi decided to turn to the CRM experts at iZeno and SugarCRM®.

**Background**

Like many companies, Digi salespeople relied on homegrown processes to manage customer. These methods led to common problems associated with sales information that is not centralized. Digi faced challenges understanding the status of opportunities, inputting data manually into multiple systems, tracking proposal approval status and lines activation status, and tracking the success of marketing campaigns.

“Management did not have a complete view of what was going on in the sales cycle,” said Christian Schutt, Head of Operations at Digi. “We needed real-time visibility into what was happening with accounts and better sharing of information to make sure our sales teams were on the same page.

**iZeno and Sugar**

In evaluating CRM systems, Digi focused on vendors who would provide the most flexibility

over integrating their CRM with other application. The company leader were also concerned about date control and response times. “We were not comfortable with our customer data residing outside our country,” said Schutt. “We also needed to have control over uptime and performance.”

Based on these needs, Digi began to work with iZeno, A SugarCRM Gold Partner located in Singapore, to implement Sugar Professional On-Site. iZeno helped Digi break down the key processes that needed improvements and developed an implementation plan that would map Sugar Professional with core systems to automate:

- Leads identification and tracking
- Proposal Generation
- Accounts validation
- Approval matrix
- Contract Generation
- Order fulfillment tracking
- Billing system integration
- Reporting

“iZeno has the business and technical know-how to manage a large and complex CRM implementation,” said Schutt. “With iZeno and SugarCRM we found the product and the expertise to deploy an effective CRM system.”

*“With iZeno and SugarCRM we found the product and the expertise to deploy an effective CRM system.”*

Christian Schutt  
Head of Operations  
Digi



## The Results

iZeno worked with Digi to deploy Sugar Professional to 200 sales people. The SugarCRM partner not only helped with the deployment but also the training and user acceptance that is critical to any successful implementation. iZeno tailored SugarCRM's easy-to-use interface with customized fields to make data entry more simple. With a centralized system of lead information, including emails, calls, campaigns and meetings, Digi salespeople saw benefits almost immediately.

The new system introduced a full integration with fulfillment order system and billing system that reduced manual data entry and allowed salespeople to spend more time selling. iZeno tailored workflow rules that would automatically route leads to sales team based on specific attributes, such as lead source. Sugar Professional also incorporated delivery information in one system to allow sales person to ensure delivery of equipment and activation of lines on time.

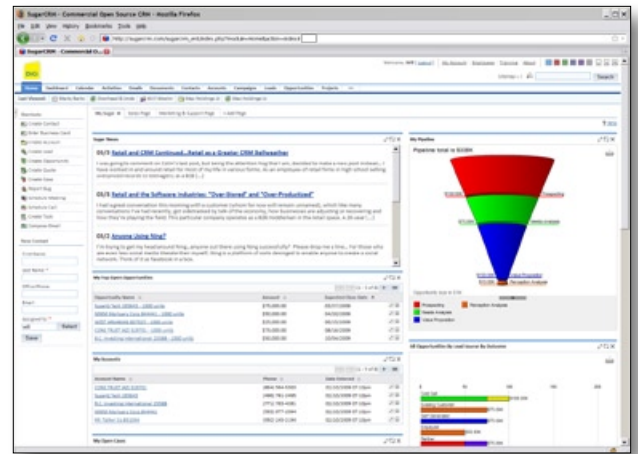
For management, user-friendly reporting tools allow executives to create charts and customized reports which provides management a 360° view of accounts, sales targets and business line performance.

"With the help of iZeno, Sugar Professional has removed obstacles and unlocked the potential of our sales teams," said Schutt.

With its success, Digi plans to expand its implementation of Sugar Professional to more areas in its organization. Specifically, Digi will be introducing Sugar into its field operations—the dealer networks responsible for a large portion of its sales. It will also be deploying Sugar campaign management features to deliver more closed-loop processes between marketing to sales. "We are off to a great start with Sugar and now we see the potential of how it can positively impact our entire customer operations."

## About Digi Telecommunication

Established in 1995, DiGi is listed on Bursa Malaysia and is part of the global telecommunications provider, Telenor Group. As the first telco to operate a fully digital mobile network in Malaysia, DiGi focuses on delivering excellent customer experience that are simple, innovative and of best value through DiGi Prepaid, DiGi Postpaid and DiGi Business. Customers can now also enjoy a fresh broadband experience with the launch of DiGi's 3G broadband services. Through its corporate initiative, Deep Green, DiGi is committed to a sustainable business that is fiscally and ecologically responsible to all stakeholders.



## About iZeno

iZeno is the leading service provider of SugarCRM, Compiere ERP and Pentaho BI in the region. We have served companies in Singapore, Malaysia, Thailand, Australia and China. Working together with technology leaders like SugarCRM, IBM, Oracle, Zend and No Machine, iZeno brings to you the best of breed in Open Source technologies to improve your key business process and lower your cost of investment in technology. **iZeno Malaysia:** [www.izeno.com.my](http://www.izeno.com.my) **iZeno China:** [www.izeno.com.cn](http://www.izeno.com.cn) **iZeno Singapore:** [www.izeno.com.sg](http://www.izeno.com.sg)

## About SugarCRM

SugarCRM is the world's leading provider of commercial open source customer relationship management (CRM) software. Founded as an open source project in 2004, SugarCRM applications have been downloaded over five million times and currently serve over 500,000 users in 75 languages. Over 5,000 customers have chosen SugarCRM's On-Site and Cloud Computing services over lock-in based, proprietary alternatives. In the last year, SugarCRM has been recognized for its customer success and product innovation by CRM Magazine, InfoWorld, Customer Interaction Solutions and Intelligent Enterprise.

For more information, call (408)454-6900 or 187 SUGARCRM tollfree in the US, email [contact@sugarcrm.com](mailto:contact@sugarcrm.com), or visit [www.sugarcrm.com](http://www.sugarcrm.com).

*"With the help of iZeno, Sugar Professional has removed obstacles and unlocked the potential of our sales teams."*

Christian Schutt  
Head of Operations  
Digi