



Moss & Hooper

Expert CRM for Sales Experts

Company Profile

Offices

Sydney, Melbourne, Brisbane
Australia; Singapore

Web Site

www.mosshooper.com.au

Company Facts

Australian provider of
outsourced software sales

Return on Investment

Improved sales process
and effectiveness, better
reporting to clients

Number of SugarCRM Users

20

Implementation Partner



Moss & Hooper, a leading provider of out-sourced software sales, consulting and executive recruitment in Australia, has some strong opinions about how to manage customers and drive sales performance. Indeed, their dedication to customer success has made them a trusted partner to enterprises of all sizes across Australia. Yet, even sales experts have only so many hours in a day. With no formalized system for managing opportunities and accounts, Moss & Hooper began to evaluate a variety of CRM applications to increase sales performance.

Moving Away From the Little Black Book

Moss & Hooper's competitive advantage stems from the deep professional relationships its sales professionals have built during their careers. Most of those contacts resided in individual rolodexes or "little black books" which the salespeople depended on for new and existing business. Unfortunately, this siloed approach prevented Moss & Hooper from being able to share leads, opportunities and account plans across individuals. It also made it difficult for the company to report to its clients about the success rates of opportunities and expected revenue the firm would generate.

Choosing the Right Model

Moss & Hooper decided it was time to institutionalize more effective selling processes and information sharing. The company focused on implementing an easy-to-use, cost effective CRM system that would not require IT expertise or resources. The primary decision criteria

were availability and flexibility. In terms of availability, Moss & Hooper wanted to ensure minimal downtime. Choosing a provider in the United States would introduce risk of downtime at inopportune times for the Australian firm. Multi-tenant CRM providers often shut the system down on Sundays for maintenance and upgrades. This outage would have a detrimental effect for Moss & Hooper, as their service would be interrupted on Monday mornings, just as the team was preparing its weekly activities. Moss & Hooper decided to partner with an Australian firm if possible.

The second criteria—flexibility—was just as important. As experts in the field of sales management, the Moss & Hooper team has strong opinions regarding sales processes and methodologies. Thus, their system would have to offer easy customizations to fit the business, as opposed to the other way around.

Finding Regional Advantage With Insightful Customer Relations

After a thorough analysis, Moss & Hooper selected Insightful Customer Relations, a premier solutions provider for SugarCRM®

"With Sugar Professional™, we have much better follow-up on leads and are closing more opportunities."

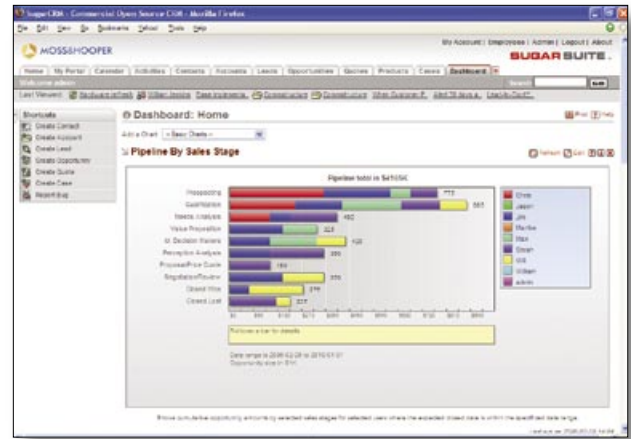
John Quinn
Managing Partner
Moss and Hooper

to manage their implementation of Sugar Professional. Insightful mapped out how SugarCRM could benefit the Moss & Hooper team. It quickly became clear that the solution provided by Insightful would meet the company's requirements. "SugarCRM provided more flexibility and reliability for us than the proprietary packages available on the market" says John Quinn, Managing Partner, Moss & Hooper.

Insightful Wins Over the Skeptics

Throughout the implementation, Insightful focused on incremental adoption to ensure Moss & Hooper employees became comfortable with the system. As users became more comfortable with SugarCRM, the Insightful team introduced more advanced functionality. Insightful customized the sales processes within Sugar to reflect how Moss & Hooper interacts with customers. "Some of our sales reps have been in the industry for 20+ years, and have strong feelings about how things should be done," says Quinn. "Convincing them was a combination of reinforcing the benefits of the system, while implementing policies that made it difficult to avoid. If a lead isn't registered in the system by a sales rep, then it's up for grabs for anyone."

The ease-of-use of Sugar Professional soon became apparent to the skeptics within the company. The product's intuitive design and quick response times won over the team. "It was impressive to see how quickly the Moss & Hooper team picked up on the system," says Marc Englaro, Principal Consultant, Insightful Customer Relations. "The Moss & Hooper employees are expert sales-



people so they do not have much patience for projects that won't help them do their jobs better. With SugarCRM it was a match made in heaven."

A Complete Sales Force Automation Solution

Insightful's approach with Sugar Professional delivered immediate benefits to the customer in the form of better collaboration. Sales representatives no longer guard their leads and contacts. Instead, though information sharing, Moss & Hooper employees were able to deliver improved customer satisfaction. This collaborative environment is now evident during sales meetings which have become more focused on solving customer problems as opposed to dealing with sales processes. Finally, Moss & Hooper improved its relationships with clients through stronger reporting that outlined how the company was delivering business results. "We have complex relationships with a variety of clients," says Quinn. "With SugarCRM, we have much better follow-up on leads and are closing more opportunities."

About SugarCRM

SugarCRM is the world's leading provider of commercial open source customer relationship management (CRM) software for companies of all sizes. SugarCRM's Sugar Suite easily adapts to any business environment by offering a more flexible, cost-effective alternative than proprietary applications. SugarCRM's open source architecture allows companies to more easily customize and integrate customer-facing business processes in order to build and maintain more profitable relationships. SugarCRM offers several deployment options, including on-demand, on-premise and appliance-based solutions to suit customers' security, integration and configuration needs. To learn more about the fastest growing CRM company, call (408) 454-6900 or 1 878SUGARCRM toll free in the US, email contact@sugarcrm.com, or visit <http://www.sugarcrm.com>.

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