



Company Profile

Headquarters
Rotterdam

Founded
1993

Company Description
Leading Dutch provider of mathematical and analytical consulting services.

Company Fact
Customers include OMD Worldwide, Unilever, Clear Channel, and Fox

Implementation Partner
Outdare

Pointlogic

In Search of CRM Optimization

For fourteen years Pointlogic has grown its customer base and reputation by enabling companies to make smarter decisions. Headquartered in Rotterdam, Pointlogic specializes in innovative consulting services, mathematical modeling analysis, and implementation of software solutions.

Pointlogic serves customers of all industries—offering diverse services and solutions all aimed at optimizing corporate efficiency by leveraging cutting edge mathematical analysis and trending. Pointlogic now operates regional offices in New York and London which enables the firm to better serve media and advertising moguls such as Ogilvy & Mather, J Walter Thompson, Fox, OMD Worldwide, and Clear Channel.

In Search of CRM

Pointlogic has quickly grown to become a consulting innovator by assisting companies of all types in improving and restructuring existing internal systems and decision making processes. With a growing customer list and the opening of multi-national regional offices, Pointlogic began to realize that they could also be better served by improved internal systems.

“We were managing customer information in Excel spreadsheets. It was obvious we needed a fully functional and web based CRM solution to allow our multiple offices to better collaborate on key accounts,” says Sjoerd Mostert, Co-Founder and Director of Pointlogic.

A Helping Hand

Pointlogic’s knowledge of the challenges of implementing new internal solutions led

Pointlogic to enlist the help of Outdare, the Dutch leader in Open Source business solutions.

“We knew we would be in good hands as Outdare has a solid reputation of best in class CRM implementation, configuration, consultancy, training, and customization,” says Mostert.

Implementation and Customization

With Outdare’s help, Pointlogic rolled out Sugar Professional™ to its management and sales teams. Pointlogic immediately found Sugar’s easy to use interface to be the key factor in allowing multiple departments and offices to adopt the system.

After an initial successful rollout, Outdare audited how Pointlogic was utilizing the system and offered a list of key customizations that would improve company efficiency even further.

“Pointlogic was very happy with the increased efficiency and collaboration that SugarCRM® was providing them. However Sugar’s open source architecture allowed us to do even

“Everyday Sugar helps multiple employees a little bit with their daily performance and when you add all of that up, it is extremely significant.”

Sjoerd Mostert
Co-Founder and Director
Pointlogic



more by allowing us to customize various fields and workflows to be industry specific," says Bart van Maarseveen, CEO of Outdare.

CRM Optimization

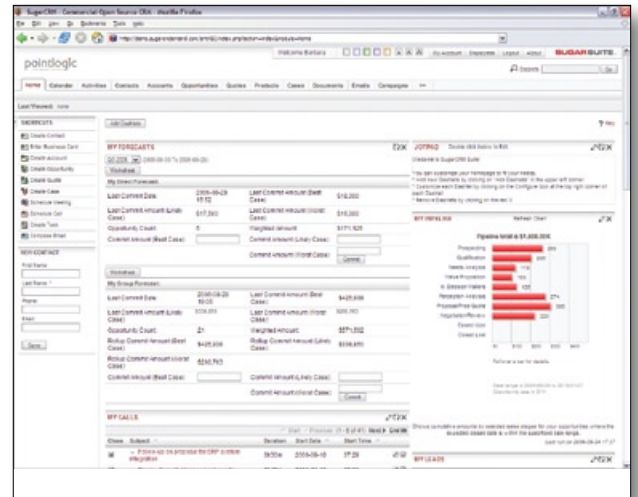
With Sugar fully implemented, adopted, and customized, Pointlogic continues to thrive in the highly competitive consulting industry. The sales organization is now able to better collaborate on closing and retaining new business by being more pro active in handling customer inquiries.

Management utilizes Sugar to review the sales pipeline and also uses Sugar's advanced reporting for in-depth research into its growing customer base. Sugar's reporting module now serves as a key factor in many important corporate decisions now that Pointlogic has the data to backup educated guesses on strategic decisions.

"We were so busy helping other companies be more efficient and smarter in their decision processes, we forgot that we also had some room for improvement. Everyday Sugar helps multiple employees a little bit with their daily performance and when you add all of that up, it is extremely significant," states Mostert.

About Pointlogic

Pointlogic's aim is to help our clients to make better business decisions. We work together with clients, applying fresh, analytical thinking to problems. We then use powerful mathematical modeling to generate insight into clients' choices. Finally, and critically, we deliver concrete, software-based solutions that clients can action and distribute across internal and partner networks. For more information please visit www.pointlogic.com



About Outdare

Outdare is an Open Source expert and known for delivering web based Open Source solutions for the Dutch market. Outdare has unique expertise in implementing SugarCRM for both international businesses and governmental organizations. The business unit Outdare CRM offers a full menu of CRM services such as implementation, configuration, consultancy, training and customization. For more information please visit <http://www.outdare.nl/>

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