



Workstar

Putting People First

Company Profile

Headquarters
Sydney, Australia

Web Site
workstar.com.au

Company Description
Provider of integrated online learning, recruitment, accredited training and communication solutions

Number of Users
40

Key Customers
McDonald's, Rebel Sport, Schering-Plough, Johnson & Johnson, Vodafone, Australian Defence Force

Key CRM Requirements
Sales, Account Management, Marketing and Finance Visibility

Previous CRM System
Salesforce.com, Homegrown Systems

Solution
Sugar Professional On-Demand

Implementation Partner


A Focus on Flexibility

Resulting from a number of key acquisitions and the desire to consolidate its services, the Workstar brand launched in early February 2007. Offering a full learning and development solution set, Workstar provides superior integrated online learning solutions, accredited training, consulting services and custom content solutions to people and businesses of all sizes.

Leading employers use Workstar's award winning technology, learning content, training and consulting services to deliver increased sales, productivity and compliance, whilst reducing their training and recruitment costs.

They have been awarded major national and international multimedia projects in education and training, and have also received global awards recognition.

Creating Visibility

With offices in Sydney, Melbourne, Brisbane, Perth, Adelaide, Hobart and Launceston and the recent integration of 3 different businesses it was important to set up a system managing all customer relations.

"We needed a system that put everyone on the same page," says Carl Gunther, CEO of Workstar. "We needed a single system to get that single view of the customer and create visibility between all the different regions and departments."

Avoiding the Hidden Costs

When evaluating their current and different CRM systems, the Workstar management decided they needed an application that could be used by sales and marketing teams and could be easily customised to meet their specific needs.

After careful consideration, Workstar enlisted the services of Insightful Customer Relations, SugarCRM® premier solution partner, headquartered in Sydney. Insightful helped Workstar map their business processes to key functional requirements and implemented Sugar Professional™ On-Demand for 40 sales and marketing users. The implementation went over the duration of 90 days.

Achieving a Single View

With SugarCRM, Workstar found a system that matched their business requirements. "With SugarCRM, we were able to incorporate all users, despite their disparate needs, working effectively with a single

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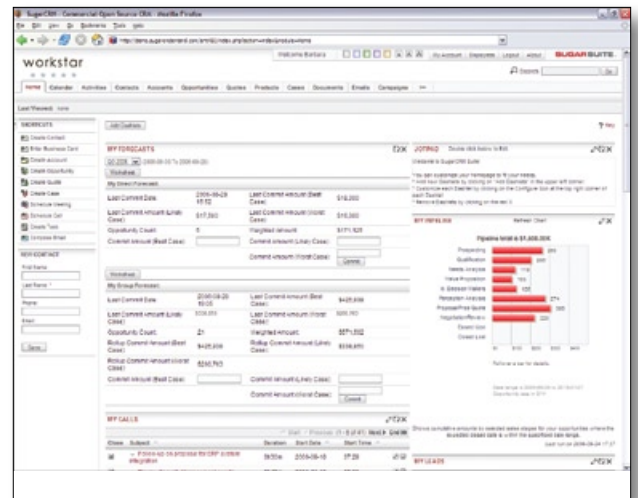


system” said Gunther. “We have been able to reduce the manual effort involved with creating accurate reports on sales pipelines.”

SugarCRM allows Workstar’s marketing team to create and execute campaigns based on the latest information and deliver those leads to sales in a short amount of time. The sales team have been able to achieve a better understanding of their opportunities and can work more efficiently on the deals that are most valuable to the company. “With the help of Insightful and SugarCRM, Workstar has a better view of its marketing and sales opportunities,” says Gunther.

About Insightful Solutions

Insightful Solutions is a specialist SugarCRM solutions provider, focused on helping clients across Australia and New Zealand grow revenue and profitability through improved customer relations supported by interfacing a SugarCRM system with existing processes and infrastructure. Insightful provides professional implementation, customisation, training and support services, and offers both hosted and on-premise solutions. To learn more about Insightful Solutions, call (Aust) 1300 307 147 or (Intl) + 61 2 9460 4533, email: info@insightful.com.au, or visit <http://www.insightful.com.au>.



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