



Company Profile

Headquarters

Veenendaal, Netherlands

Founded

2003

Company Description

ion-ip offers integrated solutions based on IP-technology. The company is specialized in the design, implementation and support of web-enabled application centers

Company Fact

ion-ip was formed as a result of a management buy-out from Cable & Wireless.

Solution

Sugar Professional On-Site

Implementation Partner



ion-ip

Growing ion-ip's Ability To Collaborate

In 2000 Cable & Wireless acquired several European information and communication technology-companies in order to extend their presence in the European market. These key acquisitions included Dutch companies Impact (a network integration company) and WideXS (a professional hosting centre). In 2003 local Nordic management of Cable & Wireless decided to pursue a management buy-out, which resulted in a brand new company: ion-ip. ion-ip now has offices in Veenendaal, Hoofddorp, Amsterdam, and Stockholm. ion-ip is regarded as the market-leader in its respective markets and is well positioned to maintain its leadership role in them.

Time for CRM

Mergers and acquisitions took a toll on ion-ip's customer management process. The company used a variety of methods for tracking customer relations, including manual processes that made it difficult to consolidate and share information. With six different product groups and four different office locations, ion-ip needed a centralized hub so their whole enterprise could share critical information about marketing campaigns, sales and support activities.

ion-ip recognized a specific need to improve sales forecasting and the ability to generate up-to-date reports on forecasting information. Beyond sales automation features, ion-ip's marketing department was interested in using CRM for their own departmental needs, including email marketing and tracking campaign effectiveness.

Selecting Sugar

ion-ip had an extensive list of functionality requirements when evaluating possible CRM solutions. In the end, ion-ip selected Sugar Professional On-Site as it met all of their requirements and also gave them the ability to customize the application to fit their unique business model.

"Our business has flourished because of the diversity of solutions we can offer our customers. Sugar gave us the flexibility to adapt our CRM solution to best align with our unique and diverse business offerings," says Fred van den Heuvel, Manager Sales & Marketing.

Another factor that drew ion-ip to Sugar was the value Sugar offered compared to the other solutions that were being considered. "It was easy to see Sugar was the solution that best met our needs. If it was the most expensive option maybe it would have been a tougher decision, but Sugar's lower costs made this an easy decision," says Van den Heuvel.

Partnering with BriXData

With the majority of ion-ip's employees and offices in the Netherlands, ion-ip

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sought to partner with a company who offered local Dutch support as well as implementation expertise. With this in mind, ion-ip enlisted the help of BriXData, a certified SugarCRM partner, who played a key role in planning an ambitious implementation.

“Partnering with SugarCRM allows us to combine our specialized services with an already stellar product. Our work with ion-ip is a great example of a company who was able to capitalize on our partnership with Sugar,” says Edwin Siebum, Founder of BriXData.

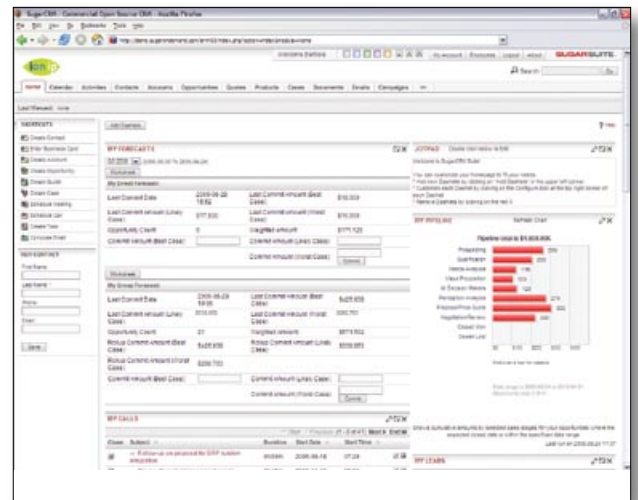
Implementation Success

With BriXData’s help, ion-ip was able to meet an aggressive implementation time frame as well as make key customizations to the application. ion-ip now uses Sugar as their centralized system of record across their organization, making regional offices and departments better equipped to collaborate on helping their customers.

With Sugar now implemented, ion-ip continues to grow as employees use Sugar to increase efficiency before, during, and after the sales cycle. “With Sugar in place we are optimistic that we can become the preferred supplier of convergent corporate communications solutions in the markets in which we operate,” says Van den Heuvel.

About ion-ip

ion-ip is a European Internet and network services provider that focuses on supplying integrated solutions to business customers who want to get the best out of their operations by means of Internet and networks. ion-ip offers a complete range of communication services. ion-ip’s strength is to translating business and ICT-objectives into operative and rewarding Internet and network solutions, from functional design to operational manage-



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ment. ion-ip is a market leader in the Netherlands in the area of web solutions and owns 3 data centers. There are about 75 employees working for ion-ip in their offices in, Amsterdam, Hoofddorp, Veenendaal, and Stockholm. For more information please visit <http://www.ionip.com>

About BriXData

BriXData provides customer centric solutions to mid market enterprises, local governments, and public utilities. BriXData offers solutions such as CRM implementation and consulting services, On Demand-hosting, localized CRM support, and tailor made portal applications. For more information please visit <http://www.brixdata.com>