



Industrial Media

Industrial Media Inc. Selects Montera to Implement and Host Microsoft Dynamics CRM 4.0

Industrial Media's success at building online presence and helping clients leverage web technologies to become more efficient, more effective, and more profitable has forced them to streamline their business processes using Microsoft Dynamics CRM.

CLIENT – INDUSTRIAL MEDIA

Founded in 1998, Industrial Media is a full-service Internet agency that specializes in building online presence and helping clients leverage web technologies to become more efficient, more effective, and more profitable.

They dedicate experienced staff to every project; in fact, a company principal leads each one. Using a collaborative approach, they co-develop projects with clients to ensure that every web and multi-media project hits its mark.

Industrial Media's portfolio includes work with private and public corporations, government, e-business ventures, advocacy campaigns, industry associations, and not-for-profit organizations.

WHAT DO THEY DO

Proven techniques, reliable software and industry standards – Industrial Media leverages these tools to provide value to both clients and their online audiences. A flexible methodology keeps projects on-time and within budget, while their range of services ensures creativity and excellence in execution. They specialize in strategic planning; web, multimedia and print design; and advanced technical development.

THE BUSINESS CHALLENGE AND OBJECTIVES:

Industrial Media Executives are hands-on managers that get involve in sales and delivery of services. Customer intimacy is very important to this company that specializes in the development of online presence for a diverse clientele. Because the company's managers are involved in all aspects of the services life cycle, they needed a flexible customer management system accessible from anywhere. The system must enable them to deal with all customer touch-points while also enabling them to manage their workforce back at the office.

The Microsoft Dynamics CRM Solution That Montera Designed For Industrial Media

The Montera CRM analysis team was first engaged to understand and document Industrial media's requirements. Workshop sessions were used to interview and document the processes associated with selling, delivering and supporting their services which was used to model a hosted CRM offering.

"We needed a system that would allow us to track our business opportunities, support our client base and manage projects in a simple way..."

...Montera's experience in the implementation of CRM applications combined with their hosting of Microsoft Dynamics CRM has allowed us to quickly improve our operational efficiency."

Jeff Horne
Co-Founder of Industrial Media



Providing insight into Business Opportunities, Project delivery and resourcing using the power of the Microsoft Dynamics CRM Outlook interface

The Microsoft Dynamics CRM solution can be accessed using Microsoft Internet Explorer or Microsoft Outlook on-line or offline, giving full mobility to the employees. The solution is available to empower every employee to boost sales, satisfaction, and service with Microsoft's automated CRM that's easy to use, customize, and maintain.

Customer relationship management (CRM) tools from Microsoft Dynamics enable your company to deliver value by satisfying critical customer needs efficiently.

Use familiar software solutions to help empower your employees to function at optimal productivity levels, to deliver high-quality services and responsive communications, and to obtain better results from your sales and service business. Microsoft Dynamics business software offers a wide spectrum of feature-rich, affordable CRM solutions to help you meet your specific needs.

Marketing

Segment customer lists into distinct benefit groups and then market to one or more of the identified segments using a workflow-driven model.

Sales

Access a complete view of customer data online or offline, and leverage tools that enable your sales professionals to get real-time access to leads, identify cross-sell and up-sell opportunities, and close more deals, faster.

Customer Service

Respond faster to customer service issues and empower your service organization to anticipate, address and deliver consistent, efficient customer care that contributes to long-term business profitability.

The CRM solutions and capabilities within Microsoft Dynamics connect closely to other Microsoft technologies that you may already use. This brings together data, helping your sales people to answer customer questions without making the customer wait. Marketing planners can review the true results of marketing campaigns, from customer inquiries to sales and services delivered. Managers can use business data to assess the value of customer relationships for your organization and make them more productive.

When your employees use the CRM functionalities of Microsoft Dynamics, they can work within familiar software environment, using tools they're comfortable with. This helps reduce distractions of having to learn and work with disparate software tools.

CONCLUSION

With Montera's CRM expertise, Industrial Media has implemented a Sales, Support and Service tool that provides them greater customer relationship and project management capabilities while increasing visibility of on-going customer interactions.

ABOUT MONTERA:

Montera specializes in delivering Professional Services that assist organizations in leveraging the power of technology to meet their needs. We firmly believe that most technology solutions on the market today can provide some level of benefit to an organization. It is in the intelligent application of that technology that organizational success is achieved. That requires the strong combination of enterprise vision, relevant technology, and application experience that Montera has developed over the past 10 years.

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