



Overview

Founded in 1991 and with over 80 employees, Hammer provides the best products and solutions in each sector of the data storage market and today is one of the longest-standing specialist storage distributors in Europe. The company's success can be mostly attributed to its customer focus and partnerships, dedication to storage, innovation and knowledge, thorough understanding of emerging technologies and market forces, and its complete end-to-end storage offering. Hammer sells throughout Europe via its two strategic groups in the UK, Storage Products and Storage Solutions, and through its European subsidiaries. Hammer's product catalogue features some 28,500 products, of which approximately 5,000 are live at any one time.

Situation

With sales frequently exceeding £1/2 million a day, Hammer operates on a high volume business model and places heavy reliance on sales staff supplying existing and potential customers with accurate and rapid quotes. Information on customers is crucial and with year-on-year growth, Hammer recognised that it needed to implement a radically new CRM and business information system. Historically, Hammer recorded customer and contact specific information on a centrally controlled ACT! database, Excel spreadsheets and their SAGE Line100 system, which adversely affected the ability of Hammer's sales and shipping staff to manage opportunities, monitor and track quotes, access up-to-the-minute product data, and view accurate information about clients – including order history, open quotations, credit status, etc.

Solution

Hammer had long been dissatisfied with the levels of support that it had been receiving from its incumbent supplier and initially approached Panacea to determine how support services could be enhanced. However, following a detailed evaluation of Hammer's immediate and long term objectives, it became apparent that the existing solutions and processes could not support Hammer's current and future business growth. Panacea recommended replacing their existing ERP solution Sage Line 100 with Sage 200 and integrating a new CRM solution - Sage SalesLogix.

The project involved tight integration between both applications – a requirement Panacea easily delivered thanks to both its in-depth knowledge of Sage solutions and detailed integration experience and expertise. Additionally, Panacea was confident in transferring all appropriate data from existing systems into the new solution.

"We now have a fully integrated solution that has relieved our sales staff from the daily chores of searching applications for client and product information," said James Ward, Managing Director "Our centralised solution gives us complete control over all aspects of our business and has made client management, opportunity management and the entire order processes far more streamlined, efficient and effective."

Hammer is now evaluating the advantages of providing on-line ordering.

Outcome

Hammer's new system delivers centralised business critical information, giving employees throughout the company a unified view on customers and prospects and enabling the development and enhancement of both internal and external customer relationships.

- ▶ **Improved Centralised Management** – instant access to all customer and prospect information, with reports tailored to the precise requirements of the user.
- ▶ **Improved Opportunity Management** – information can be captured in a structured manner, viewed in real-time, and shared across the business, improving the performance of sales personnel and the overall profitability of the business
- ▶ **Improved Quote Management** – the manual and verbal based processes have been replaced with a solution that automatically creates and dispatches quotations in Hammer's preferred format via email. Each quote is stored against the related opportunity to provide visible audit trails.
- ▶ **Improved Product Information** – problems in accessing up-to-date product information have been obviated by a central library of products, stock availability and pricing. Sales staff can now respond instantly to existing and potential client requests.
- ▶ **Improved Client Information** – a centralised repository provides easy access to customer data, purchasing history, open orders, credit status, etc.
- ▶ **Improved Reporting** – accurate information on clients, prospects, opportunities, sales and products means that precise and detailed reports on any aspect of the business can be generated quickly and easily.

First For Storage



CUSTOMER RELATIONSHIP MANAGEMENT

- ENTERPRISE RESOURCE PLANNING ▶
- BUSINESS INTELLIGENCE ▶
- MANAGED SERVICES ▶
- INFRASTRUCTURE ▶
- INTEGRATION ▶