

IBM and Kelros provide a fully integrated CRM system for Lambda



Overview

The Challenge – Integrate Lambda’s disparate pan-European data systems so that staff can collaborate on projects, monitor valuable customer information and track quotes.

The Solution – IBM and Kelros provide a centrally housed customer relationship management (CRM) application that is accessible to all Lambda’s employees and runs on a pre-existing Lotus Notes and Domino infrastructure.

The Benefit – Staff can track customer and quote data from any location, the quote conversion rate from call-to-order is increasing and everyone has access to accurate product information.



IBM and Kelros

Kelros is an IBM Premier Partner providing secure and scalable CRM solutions – built on IBM middleware and optimised for IBM platforms – for the small and medium business sector. Paul Mason, Sales Director at Kelros, explains “We chose to partner with IBM because we provide IBM Lotus technology-based solutions and one of the main advantages of IBM Lotus technology is that it is totally integrated.”

Lambda’s content management issues

Lambda is a leading designer and manufacturer of power supplies for a wide range of applications. Lambda offers a comprehensive range of AC-DC power supplies and DC-DC converters, backed by fully-automated electronic assembly lines coupled with stringent testing procedures.

Lambda was using a number of systems including an off-the-shelf

Symantec application called ACT, which was running on a Lotus Notes and Domino infrastructure. But following high levels of organisational growth across the UK and Europe, these systems could not keep up.

According to Paul Goodwin of Lambda UK, “Our main challenge was to ensure people in different locations – often different countries – who were working on the same projects were communicating. Information-sharing issues meant staff could not maintain valuable customer details and quote data.” By 2003, the company knew it urgently needed a robust CRM tool for a worldwide solution.

The IBM and Kelros solution

IBM and Kelros collaborated to provide Lambda with a complete application called kelros.sales. The system runs on a resilient, scalable IBM Lotus Domino

Server that replicates data in background mode, and utilises Lambda’s existing Lotus Notes infrastructure. This saved time and proved cost effective during implementation as Lambda didn’t need to invest in an additional infrastructure to migrate to the new application.

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The Kelros solution was flexible enough to include all Lambda’s requirements, and scalable enough for future modification. In addition, Kelros carried out a complete pan-European installation – one of the main reasons Lambda opted for this solution.

"The biggest benefit of the IBM/Kelros solution is that all our data is now stored centrally and is accessible to everybody across Europe. Previously, disparate systems were being used – there were three or four different systems in France alone, one in Germany, two in the UK, one in Italy and two in Scandinavia. But now there is just one totally unified CRM system."

To ensure the system was fully embraced, Kelros provided training for Lambda's pan-European sales force. There was some initial resistance to change: Many people in the field didn't like the idea of having to punch information into the system, arguing that they wanted to be sales people, not data inputters. But there was a change of mindset when staff recognised the benefits of the system, which were successfully highlighted by Kelros during the training sessions.

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Increasing visibility and control

Lambda's existing quote system has been integrated into the new Kelros CRM application, which means that quotes can actually be tracked and monitored. Previously, quotes could be raised, but members of staff were not prompted to follow them up, and the data was disappearing into a black hole. "Gaining visibility and control of the quoting process is a huge benefit for our staff," explains Paul Goodwin, "which is reflected in higher quote conversion rates from call-to-order, across the organisation."

Today, everyone at Lambda is using the same system, which facilitates increased sharing of customer and product information. As a result, each salesperson is reaching new heights of productivity and the new system is helping to drive a sales activity diary.

The future

This is an ongoing project for Lambda and the company has built up an excellent relationship with IBM and Kelros. Future plans include extending the system to increase both its functionality and the number of staff using it – presently in Lambda UK there are 150 out of 300 employees using the system. There are also plans to translate the system into other languages, to improve international use of the system.

In addition, regular feedback sessions are held at Lambda to monitor the success of the implementation. This information is forwarded to Kelros for future fixes and upgrades, or for further training.

Built with IBM technology, Kelros solutions are easy to deploy, customise and use. Currently accessible from the IBM Lotus Notes client and the Web, ongoing initiatives will take the Kelros modules onto both IBM WebSphere Portal and IBM DB2 to provide customers with greater choice. Kelros' application licensing model ensures all solutions are sold on a per company basis rather than a per seat basis. Kelros applications are certified to run on Linux.

Kelros is an IBM strategic alliance partner and an IBM ISV Advantage partner, provided with technical and marketing support to help meet information technology needs of SMB companies. Kelros is an advanced member of IBM's PartnerWorld Industry Networks (PWIN) for ISVs providing solutions that integrate enterprises, customers and supply chains. The PWIN initiatives accelerate teaming between Kelros and IBM to provide leadership in this growth arena.

For more information about Kelros Ltd visit: www.kelros.com

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