

Lambda

Pan-European collaboration through integrated CRM system

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: Kelros & IBM provide a centrally housed customer relationship management (CRM) application that is accessible to all Lambda's employees.

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



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 CRM application called ACT, which was running on a Lotus Notes and Domino infrastructure.

Following high levels of organisational growth across the UK and Europe, these systems could not keep up with the needs of the business, and the company knew it urgently needed a robust worldwide CRM solution.

According to Paul Goodwin of Lambda UK, "Our main challenge was to ensure people working on the same projects in different locations, often different countries, could communicate effectively. Information-sharing issues mean staff cannot maintain valuable customer details and quote data.

The Kelros & IBM Solution

Kelros and IBM collaborated to provide Lambda with a new CRM application called K.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.

The CRM solution is flexible enough to include all of 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.

Kelros, explains "We chose to partner with IBM because we provide IBM technology based collaboration solutions and one of the main advantages of this technology is that it is totally integrated."

Increasing Visibility & Control

Increased visibility and control 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 disappeared 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.”

“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.”

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Smooth Implementation

To ensure the system was fully embraced, Kelros provided training for Lambda’s pan-European sales force. Initially there was some resistance to change, but overall there was a change of mindset when staff recognised the benefits of the system.

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.

About Kelros

Kelros specialises in messaging and social collaboration solutions built on IBM software for clients in all sectors.

Our aim is to provide clients with an industry-leading proposition, combining our deep understanding of the challenges businesses face with expert and detailed knowledge of the technology solutions. We offer a full range of services from consultation and development of a bespoke solution, through to deployment, training and ongoing support.

Established in 1996, Kelros has developed long-standing partnerships with clients through its range of integrated, easy to deploy solutions for sales and marketing, human resources, finance and operations.

All of our technical consultants are IBM-certified with extensive specialist experience in IBM Connections, Sametime, Domino & Notes. We have a dedicated support team, which supports hosted and on premise applications and messaging infrastructure for over 120 clients.

A key Kelros differentiator is IBM software licensing. Through optimized licensing agreements and dual entitlement licensing, we ensure our clients have low software acquisition costs and minimal administration tasks, whilst maximising the benefits of IBM solutions.

Kelros IBM Expertise



Kelros Software and Tools



IBM Verse & Connections

IBM Connections is a set of secure, easy-to-use collaboration tools. It combines email, messaging, online document editing and conferencing to facilitate seamless teamwork.

IBM Verse sits within IBM Connections. It’s an email hosting solution that users can access from their desktop or mobile device. IBM Verse uses social analytics to help users focus on important content and collaborate easier.

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