

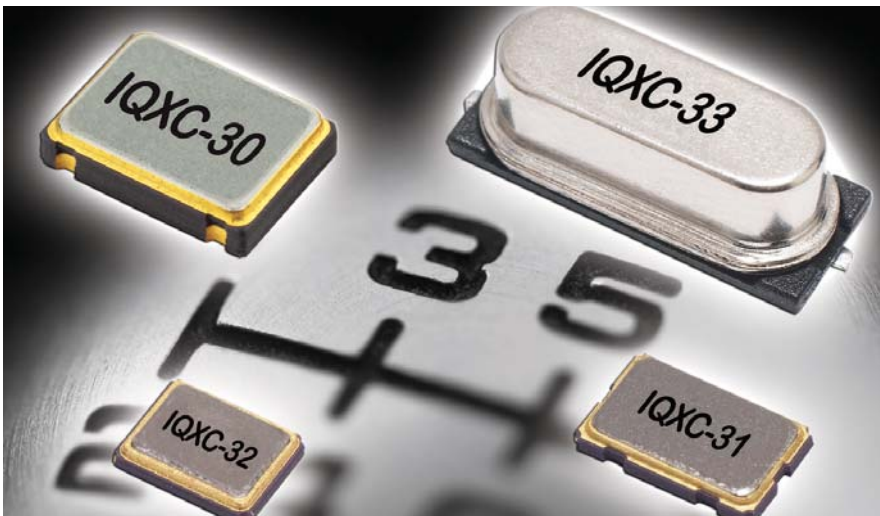
Customer case studies

IQD Frequency Products Ltd

Backed by a 40-year pedigree, IQD is a recognised leader in the frequency control market with customers in over 60 countries. From low cost commercial grade products to those used in high reliability military grade applications, IQD offers one of the most comprehensive product ranges available.

“GoldMine really is at the heart of our business – I can’t imagine life without it.”

Paul Fear
Group MD



The challenges

Having emerged profitable from the recession, IQD needed to maintain its growth momentum. This was being hindered by the company’s existing software, an ageing finance package and a third-party Configure to Order (CTO) application.

Explaining the key challenges, Group MD Paul Fear starts with the quote-to-order process. “We needed greater visibility over all aspects of the sales lifecycle. For example, you’d lose the quote history when converting to an order. We’re often asked to bid repeatedly on projects, so this doubled up the workload. Not only that, we had no analysis over deals won and lost.”

Speed of response to customers was also an issue. IQD has a huge product range, including Quartz Crystals,

Crystal Clock Oscillators, Silicon/MEMS Clock Oscillators, VCXOs, TCXOs, OCXOs and Industrial & Automotive Crystals & Oscillators – comprising over 370 models and 60,000 part numbers that continue to increase daily.

“Our existing CTO system couldn’t easily handle the level of complexity our clients demand. On top of this, our existing system wasn’t user-friendly, so people struggled to use it,” Paul comments.

Finally, data was held in silos, making product information difficult to maintain and access across various departments. “Without a central database, people had to go between different systems to get the information they needed. As well as taking up valuable time, this also made reporting arduous.”

Industry Electronic Component Manufacturing

Geographic Somerset (HQ)
Manufacturing UK,
Germany and Asia;
Sales offices UK,
Germany, USA & Taiwan

Employees 53

Turnover £10m

Solution GoldMine Enterprise Edition (GMEE)

Access Dimensions

The journey

As a seasoned CRM user with experience of project implementations, Paul took charge of the project. During the shortlist process, flexibility and ease of use became decisive purchase factors. "From experience of other systems, I know gaining user acceptance is one of the biggest challenges you have to face. But I knew as soon as I looked at GMEE that it was the one for us."

The solution

Having looked at various editions of GoldMine, the Access consultant recommended GMEE. Suitable for medium and large companies, it offers huge scope for customisation and is scalable for 20+ users.

Integration with IQD's accounts system was also a key requirement. "CRM is only half the story – you can have the most fantastic CRM system in the world, but it's no good if you've got to re-key the information," says Paul. "We wanted a solid, back-office solution, and Access Dimensions fitted the bill."

Implementation

IQD decided to implement GMEE in stages. This approach has proved very successful, enabling the project to come in close to budget and timescale. "We didn't try to do everything at once, which gave us flexibility. The Access consultants' attention to detail was impressive, as was their ability to work with key members of our team."

The results

Just four months post-implementation, Paul and IQD have seen measurable benefits in all areas of the business. These include:

Increased sales opportunity

With GMEE, IQD now has a full history of opportunities and quotes along with their status of open, closed, lost and won. "The potential gains are huge," says Paul. "We're constantly mining this data to look for ways to help improve conversion rates. For example, understanding the market pricing in different countries and market sectors."

The integration between GMEE and Access Dimensions has also created efficiencies. Existing quotes can be easily retrieved and re-used, while orders created in GMEE are automatically created in Dimensions. "All this reduces re-keying and improves accuracy," says Paul.

Greater responsiveness

IQD's sales staff can now create opportunities directly in GMEE. A series of easy-to-use screens simplify the process of gathering highly detailed technical information – "now, we can get back to the customer in minutes, not days – which as well as increasing sales opportunities, has reduced administration by 25 per cent."

The benefits don't end there. IQD were able to develop a new CTO module within GMEE, which manages the technical capability of each model. This recognises when a customer part specification is new and when it has been manufacturer previously – giving IQD full history of the part. "GMEE's capability to allow development of functionality such as CTO provides more value-for-money from the existing software licence fee without the headache of having to integrate a third party piece of software," says Paul.

Finally, GMEE is very easy to use. "GMEE's intuitive interface enables users to quickly get up to speed with using the system; our user acceptance has been excellent."

Accurate info across the business

A central product repository has brought greater visibility across the whole business. For sales, this ensures vital information, such as order status, customer credit history and stock availability is available live-time in one place.

For marketing, it allows the team to manage campaign information needed for direct marketing, trade shows, conferences and press relations. For production, staff can now communicate effectively with IQD's factories over the price of materials.

It also incorporates an approval workflow for new products – complete with electronic signoff. And for QA, GMEE incorporates an RMA process. "GoldMine really is at the heart of our business – I can't imagine running our business without it," says Paul.

Better reporting

Analysis is no longer the headache it used to be either. "Producing the sales board pack used to take two days' preparation, but now can be done in a couple of hours," says Paul.

Customisation

GMEE's flexibility is Paul's favourite part of the system. "Every screen has been customised to our needs – and it's so easy to do much of the work ourselves. In fact, I estimate 70 per cent of our modifications were completed in-house, which means better cost control and a quicker solution to new requirements."

Post-implementation

Key users received a single two-hour session on GMEE, which Paul's team say was 'just right'. "Access gave people the skills they needed to explore the system comfortably, which in my eyes, is more beneficial than focusing on just the small area in depth."

With Phase 1 complete, Paul is already looking to the next projects in the pipeline. "We're keen to develop an online portal linked to GMEE. This will enable our customers to access key information – such as product availability – at any time of day or night. We have total confidence in Access' delivery of this project."

Summary

IQD wanted an easy-to-use CRM system scalable for many users with extensive scope for configuration. To complete the picture, it also needed straightforward integration with back-office accounts to handle sales orders, stock and shipping – that's why IQD chose GMEE and Access Dimensions. Following the smooth implementation of Phase 1, IQD has achieved everything it set out to do and is looking forward to working with Access to further develop the system in line with its aggressive growth plans.

Further information

For further information on this, or any other Access case studies, please telephone us on 01206 322575, email case-studies@theaccessgroup.com or, alternatively, visit www.theaccessgroup.com/downloads/case-studies.aspx