

Australian Grand Prix Corporation deploys integrated ERP and CRM solution from Sage



Customer

Australian Grand Prix Corporation

Industry

Sports and leisure

Location

Australia

Solution

Sage CRM and Sage 300 ERP

The AGPC is the statutory authority responsible for two of Australia's premier annual motorsport events: The Formula 1™ Australian Grand Prix held in March, and the Australian Motorcycle Grand Prix in October. As a government agency, accurate and timely financial data is essential to enable the AGPC to meet strict financial reporting requirements.

Corporate customer data is equally crucial as the Corporation derives a significant proportion of revenue from the sale of corporate entertainment packages and corporate sponsorships for each event.

The challenge

Historically, sales data and corporate contact information were maintained in a CRM software system that was unable to share data with the AGPC's financial system. This led to double handling of data and occasional discrepancies between the two systems.

The Sage deployment improves efficiency by allowing sales information to be keyed directly into Sage CRM where it automatically flows through for invoicing and to update the general ledger in Sage 300 ERP.

Jeremy Kann, General Manager Sales and Commercial, said, "We're not an overly complex organisation but we do have a complex product mix and a temporary venue. This means we need the ability to adapt and change quickly.

We decided early on that we wanted a fully integrated system rather than a CRM system bolted on to a finance system because we could see that integration would make it easier and faster for the Sales and Commercial team; additionally it would drive efficiencies with Finance. We chose Sage because they offered us everything we needed."

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Jeremy Kann, General Manager
Australian Grand Prix Corporation

Challenge

Historically, sales data and corporate contact information were maintained in a CRM software system that was unable to share data with the AGPC's financial system. This led to double handling of data and occasional discrepancies between the two systems.

Solution

AGPC deployed Sage CRM integrated with Sage 300 ERP in order to manage the AGPC's substantial annual budget. The solution will contain all data relating to corporate customer sales and sponsorship relationships.

Results

The solution has replaced separate financial CRM packages, and numerous independent spreadsheets. This enables AGPC to produce accurate and timely financial data essential in meeting strict financial reporting requirements.

“Although it is very early days, we are already seeing improvements in the way we operate due to Sage CRM. It’s been a very, very positive experience.”

Jeremy Kann, General Manager
Australian Grand Prix Corporation

The solution

The project was managed by Sage business partner, Enabling. The first phase saw the AGPC go live with Sage CRM on 1 May and the second, with Sage 300 ERP, on 1 July 2012. Over the coming 12 months, the AGPC will embark on the project’s third and final phase: to replace individual departmental contact spreadsheets and files by making the CRM system available throughout the entire organisation.

The integrated software is being used to manage the AGPC’s substantial annual budget and will contain all data relating to corporate customer sales and sponsorship relationships. It has replaced separate financial and customer relationship management (CRM) packages, and numerous independent spreadsheets.

Results

Jeremy Kann, General Manager said, “Enabling did everything they said they would do and managed the project really well. Although it is very early days, we are already seeing improvements in the way we operate due to Sage CRM. It’s been a very, very positive experience.”

About Sage CRM

Over 14,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you’re just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at www.sagecrm.com

