

Multilingual for a successful future



Customer

PluriSelect GmbH (Ltd.)

Industry

Biotechnology

Location

Germany

Solution

Sage CRM

"Our company is internationally oriented - we have many customers abroad. Therefore, it is particularly important that we can work with our software on a multi-lingual basis. With Office Line Evolution and Sage CRM we can always deliver the best possible service to our international customers. Since we operate in a growth industry, which is rapidly developing further, we need comprehensive software that will grow with us - with Sage products we feel well equipped for the challenges of the future."

Dr. Jan Michael Heinrich, Managing Director

PluriSelect GmbH (Ltd.) is a young and rapidly growing biotechnology company based in Leipzig. Since 2006 the company has developed new innovative separation technologies for the isolation of cells, proteins, viruses, bacteria and other substances from whole blood, cell cultures, umbilical cord blood and other heterogeneous biological fluids. The separation systems have numerous applications and form the basis for tumour, rheumatology and allergy research in every laboratory.

'Sage software is very versatile and offers much more than their competitors' solutions for a good price'

Dr. Jan Michael Heinrich,
Managing Director

Challenge

An international company that has seen rapid growth, PluriSelect needed a multi-lingual solution that would adapt and grow with its business.

Solution

With Sage CRM and Sage Office Line, PluriSelect GmbH can deliver the best customer service to their international customers and optimize customer relationship management.

Results

Total transparency of the solution and seamless flow of information, allows Production and Sales teams to easily check on the status of proposals at any time and update the Manufacturing team. The avoidance of any data duplication has significantly reduced the time spent on data administration.

‘This investment in the future was definitely worth it’

Dr. Jan Michael Heinrich,
Managing Director

“We have grown very rapidly,” says Managing Director Dr. Jan-Michael Henry. “On the one hand this is positive. However on the other hand, this growth has also presented us with significant challenges. We’ve had to urgently adapt the IT landscape of the company to the increased demands. There was a lot to do for both hardware and software. We needed a professional commercial ERP system and also wanted to add a software-supported CRM customer relationship management system. Ultimately, the acquisition of new customers is the absolute priority for a young company like us. What we particularly liked about the Sage products was that data could be automatically exchanged between Sage CRM and Office Line. Thus we could avoid any format mismatch or duplicate

data administration. Production and Sales can easily check on the status of proposals at any time and update manufacturing. Sage software is very versatile and offers much more than their competitors’ solutions for a good price. We are planning to implement other Sage modules soon and to integrate them into our work practices, for example, in inventory management and accounting. Our software can finally keep pace with our growth. This investment in the future was definitely worth it.”

About Sage CRM

Over 15,000 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

