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WaiveStar overcomes growing pains with integrated CRM and ERP solution

WaiveStar Group
The Vital Link

Customer
WaiveStar

Industry
Business services

Location
Australia

Solution
Sage CRM and Sage 300 ERP

WaiveStar is an Australian organization that delivers supply chain management solutions to small, medium and large organisations. Its clients include well known brands such as Blockbuster, Suzuki, Crazy Johns and Sony Ericcson. When WaiveStar commenced operations in 2000 they employed three staff, including founder and CEO Michelle Power and one major customer. By the end of 2006 it had grown to 35 staff with 40 customers to manage. This rapid growth and success, however, presented a host of new challenges to the organization.

Growing pains
The original financial and administrative systems were incapable of effectively managing the increased level of business, generating significant administrative burdens, personnel issues and inaccuracies. Ayda Hornak, Infrastructure and Innovation Manager for WaiveStar, mentions how employees were entering customer information into at least seven different databases, including Excel spreadsheets, small CRM systems and disparate accounting systems.

"What the growth was leading to was a lot of time in admin," says Hornak. "It took two staff in finance two days a month to process the invoices for one customer. With multiple points of data entry across the business, [this] meant mistakes in customer information and records handling leading to dissatisfaction and lost business opportunities. All of these problems pointed to the need for a robust and integrated CRM/ERP system, where all staff had access to a single point of entry."

Challenge
WaiveStar's existing systems were incapable of effectively managing the increased level of business.

Solution
WaiveStar implemented a fully integrated Sage ERP and Sage CRM solution.

Results
Thanks to Sage CRM and its integration with Sage 300 ERP, WaiveStar has achieved 80 per cent efficiency gains across the entire business.

'Productivity gains have been significant. Via the integrated solution, WaiveStar's accounts team can now access quotes and sales orders stored in Sage CRM quickly and easily without the need to consult and cross reference multiple databases'

Ayda Hornak,
Infrastructure and Innovation Manager
WaiveStar

A flexible remedy

WaiveStar wanted a sophisticated solution that would reduce on its administrative burden on their finance department, improve the level of customer service and position them for the future.

Initially, it reviewed eight different options before drawing up a shortlist of three contenders. As well as Sage, it evaluated Sapphire One and Pronto. Pricing across all three solutions were similar, but Sage came out in front due to its flexibility and superior CRM model.

The results

What used to take days to complete is now done in a matter of hours. Ms Hornak reports that 60 percent efficiency gains have been achieved across the entire business, while the accuracy of data has improved dramatically through the automation and integration of key business processes.

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Another key benefit of the solution is the level of reporting it offers. "The senior management team within WaiveStar now has more time and more insightful information mined from their integrated CRM/ERP system on which to base business decisions — e.g. identifying opportunities in their customer's supply chains to up-sell."

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

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