

# Sage CRM drives business growth at Wesgro



## Customer

Wesgro

## Industry

Marketing

## Location

South Africa

## Solution

Sage CRM & Sage 300 ERP

Wesgro is the official destination marketing, investment and trade promotion agency for the Western Cape, located in Cape Town. They act as the first point of contact for foreign buyers, local exporters and investors wishing to take advantage of the unlimited business potential in the region.

## Support your business growth

The deployment of Sage CRM follows the successful implementation of Sage 300 ERP with Procurement eWorkflow at Wesgro. "We have experienced exceptional growth in the last year, and Sage CRM, with full e-marketing functionality, was the next step to support this growth," said Ian Blackie, Chief Financial Officer of Wesgro.

One of the critical success factors in the deployment was a need to fully capitalize on the marketing opportunities that arise and to successfully manage these opportunities to ensure efficient business growth in the Western Cape. "Successful retention of business opportunities and follow-through to ensure 100 percent completion was high on our agenda, as previous attempts to install CRM systems were not successful," said Blackie.

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Ian Blackie,  
Chief Financial Officer,  
Wesgro

## Challenge

Wesgro required a joined up solution that would allow them to capitalize on marketing opportunities that arise, ensuring efficient business growth in the Western Cape.

## Solution

Sage CRM, with full e-marketing functionality, was deployed on time and within budget to fully support Wesgro's changing and challenging business processes.

## Results

Sage CRM has helped Wesgro to successfully retain business opportunities and follow-throughs. The joined up solution has allowed Wesgro to fully capitalize on marketing activity and the growth of their business.

#### The solution

The solution was deployed by Sage CRM Business Partner AWCape. “AWCape’s ability to deliver on time and within budget, together with their high levels of support, gave us the confidence to embark on this major CRM and E-marketing project. Further to this, they have a successful track-record with our company and have the ability to deliver solutions that will support Wesgro’s changing and challenging business processes,” said Blackie.

#### The future

Sage CRM will also be integrated with Wesgro’s website and Sage E-marketing for Sage CRM will be utilized to launch and manage marketing campaigns. “Full integration of the CRM system to the ERP system was a key requirement, and this is one area where Sage CRM and Sage 300 ERP work extremely well together,” said Hattingh, Chief Executive Officer at AWCape.

## 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](http://www.sagecrm.com)

