

THE BOTTOM LINE

The Independent Voice for Canada's Accounting and Financial Professionals

www.lexisnexis.ca

Vol. 20 No. 1

JANUARY 2004

REAPING THE BENEFITS — AN ACCPAC CRM CASE STUDY

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Situation: Inortech Chimie Inc. is a distributor of raw materials for the coating, paint, ink, adhesive and plastic industries. Out of their 2,500-square-foot laboratory in Montreal, Inortech also offers formulation expertise and in-depth R&D support services. With a staff of 12 people, Inortech has been able to provide product and services to about 100 customers.

Inortech selected ACCPAC (DOS version) about 10 years ago. Although it was a bit more than Inortech needed at the time, ACCPAC has allowed the company to grow quickly. A few years ago, Inortech determined that a Customer Relationship Management (CRM) system was also required. Inortech wanted to improve access to customer credit information and other customer and product-related data.

The objective was to accelerate collections and to better control and track sales processes. Its existing contact management

system was not integrated with ACCPAC. Two years ago, with the help of Implanciel, an ACCPAC partner, Inortech was one of the first companies to implement ACCPAC CRM. Although ACCPAC CRM can be operated standalone, it is tightly integrated with ACCPAC's Advantage Series Windows-based accounting, so Inortech also upgraded its accounting system.

Solution: ACCPAC CRM is an integrated sales, marketing, customer support and call center automation solution. ACCPAC CRM provides users access anytime, anywhere via a Web browser or wireless device, such as a PocketPC.

The product integrates with ACCPAC Advantage Series 5.0 and Pro Series 7.1 and above. Other features include computer telephone integration (auto-dialing), and the ability to have customer information screens pop up in ACCPAC CRM based on the incoming caller ID) and

automated workflow (used to generate alerts and routing based on actions that should be taken by staff).

Enhancements in the recently-released 5.6 version of ACCPAC CRM include integration with Microsoft Outlook and Lotus Notes. The application also now supports IBM's DB2 database, in addition to existing Microsoft SQL, Oracle and Sybase functionality.

When you think about ACCPAC, it's likely in the context of accounting. But according to CEO David Hood at ACCPAC's annual conference in September 2003, "CRM outshines every other end-to-end product we have," in which he credited CRM sales with helping the company achieve double-digit growth last year. ACCPAC has been selling about one CRM installation for every five accounting system deals over the past year.

Challenges: Being one of the first implementers for any soft-

ware program can be a risky venture. Although it was an uphill battle, ACCPAC CRM is now working well and is used by all employees.

However, Inortech has not taken full advantage of the system. For example, the company is still in the process of categorizing contacts for marketing campaigns. All the basics work out of the box, but Inortech had a number of unique processes that required customization.

Costs and Benefits: The ACCPAC CRM has cost Inortech about \$25,000 in software and about \$35,000 in services including all the customizations. According to company president Jean Marc Pigeon, the ACCPAC CRM system has led to significant improvements. It used to take about one hour to correctly process an order. It now takes 10 minutes. The system has made employees more efficient and has improved credit collection. Inortech has also automated a number of processes including

alerting the right people based on specific customer requests and follow up messages after 48 hours has passed.

Bottom Line: According to IDC, CRM revenues will grow at a rate of 18.9-per-cent annually, reaching \$45.6 billion in 2006. And mid-market companies will do most of the additional spending.

Market researcher Gartner claims that only 2 per cent of small businesses and just 20 per cent of mid-sized companies are currently using CRM solutions. ACCPAC is poised to reap the benefits. And Inortech is now reaping the benefits of ACCPAC's CRM system.

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