

CUSTOMER SUCCESS



Cabot Corporation Turns to Sage SalesLogix for Single Customer View

The question at Cabot was, “If we build it, will they use it?”

Cabot Corporation is large—it operates 45 manufacturing plants in 23 countries, has 4,200 employees, and posted annual revenues of \$1.8 billion in 2002. The company makes specialty chemicals such as carbon black that is used in industrial rubber products, inks, coatings, and plastics, and fumed metal oxides that are used in silicone rubber applications, cosmetics, and composites and adhesives.

“We were unable to access complete information about our customers,” recalls Kedar Murthy, Cabot’s director of global sales, technical service, and e-business. “There was no single view; information was distributed in databases around the world. We did not have a clear and consistent view of our customers—especially our global ones—and there was no link to our ERP system, which provides the latest information on customer orders and shipments. We had some information about our opportunity base, but there was no coordinated procedure for handling sales targets and customer feedback and complaints. We had to make a change.”

Murthy evaluated several CRM software solutions, including Sage SalesLogix and several other vendors. “Sage SalesLogix was the clear winner,” he says. “The solution needed very little customization and was an excellent value for the money, an all inclusive package with many options that we could turn on in the future as they were needed. The system’s scalability was also a deciding factor.”

The implementation began early in 2002 and continued in planned phases throughout the year. Sage SalesLogix was rolled out to all four of the company’s regions— South America, North America, Europe, and Asia—by the end of 2002.

Will They Use It?

“We knew that people were used to their particular systems and might resist adopting the Sage SalesLogix solution,” he says. “So we tried something unique. We recruited two or three sales and marketing people in each region along with a project manager and had them lead the implementation. They chose specific capabilities, made decisions regarding information presentation, and handled training. As a result, we got excellent buy-in from employees in all four regions.”

Customer:

Cabot Corporation

Industry:

Specialty chemicals

Location:

Boston, Massachusetts

Number of Locations:

Worldwide

Number of Employees:

4,200

System:

Sage SalesLogix

CHALLENGE

Integrate the company’s disparate databases to provide one view of the customers in all four company regions; South America, North America, Europe, and Asia. Achieve complete user acceptance.

SOLUTION

Roll out Sage SalesLogix to the four regions and integrate the CRM solution with the company’s J.D. Edwards ERP software.

RESULTS

A single Sage SalesLogix database provides one view of the company’s customers; standardized reports on opportunities, sales and shipments can now be generated and distributed to managers worldwide.

Customer information now resides in a single Sage SalesLogix database in the company's server farm. Sage SalesLogix has been customized to assist the organization in managing and reporting on customer feedback, both positive and negative, around Cabot's services and products. And, Sage SalesLogix has been integrated with the company's ERP solution from J.D. Edwards, which allows customer information to be shared between the two systems.

Global Reporting

"Sage SalesLogix allows us to review orders from customers all over the world on a daily basis," Murthy says. "We have immediate access to daily order reports by market segment and by product. We can review activity on a daily, weekly, or monthly basis and see exactly which products have shipped and confirm that the shipments were on time. Our salespeople have all the information they need when talking to customers."

With Sage SalesLogix, Global Sales is able to retrieve and analyze information needed for global account management, compare reporting periods, create standardized reports, and make the reports available to managers in all four regions. To date, Cabot has about 500 Sage SalesLogix licenses. The software is used by 125 sales and service employees equipped with laptops, as well as by managers in manufacturing, quality control, and customer service.

"I think our biggest success was the implementation," Murthy adds. "Because of employee buy-in and the flexibility of the Sage SalesLogix software, the roll-out went very smoothly. The CRM system has been running in some regions for more than a year now and we have had no major issues to deal with. We will continue to work with the current system for at least another year without making any major modifications."

"We are changing the way people work, and even though we have excellent buy-in, that's a process that can't be rushed," he says. "We still have a long way to go. As with any new systems project, Sage CRM SalesLogix requires a continuous champion to keep the flow of new ideas going while listening to the customer base—in this case our regional sales and technical service teams."

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