

# Technogym USA Corp. Enhances Customer Relationship Management and User Adoption



Technogym USA Corp.  
Seattle, WA  
www.technogymusa.com

#### Industry:

Retail & Distribution

#### Employees:

1,400

#### Oracle Products & Services:

Siebel CRM On Demand

#### Key Benefits:

- Dramatically improved management of marketing campaigns, lead routing, sales forecasting, pipeline visibility, and opportunity management
- Created a single repository for all customer information
- Enabled real-time reporting and insight into the sales pipeline
- Reduced time spent managing data

*“We chose Siebel CRM On Demand for its real-time analytics and dashboards. And, with its intuitive customization capabilities, any extra configuration was quick and easy. We now have dramatically improved forecasting.” - Frank Arant, Business Development Manager, Technogym USA Corp.*

As a leading provider of fitness equipment and solutions for fitness clubs and wellness providers, Technogym USA Corp. has always pushed the boundaries of technical innovation. However, tying all the different parts of the business together from sales, marketing, and software development, through manufacturing and distribution was a growing challenge for the thriving organization.

Without tight integration and timely information, forecasting and strategic decision making was difficult. To address these issues, Technogym USA evaluated leading hosted customer relationship management (CRM) solutions, and chose Oracle's Siebel CRM On Demand to help take the company to the next level. Since implementing the system, Technogym USA has significantly improved forecasting, opportunity management, sales pipeline visibility, and operational efficiency.

#### Complex Needs for a Growing Organization

Technogym USA decided that, in order to become the global leader in its market space, the company needed a comprehensive solution that could provide better integration throughout all groups within the organization. It wanted a CRM solution that would provide a better way of managing marketing campaigns, routing leads, forecasting sales, extending pipeline visibility, and managing opportunities. The company had used a hosted solution and liked the ease of implementation.

Technogym USA's business encompasses complex sales, marketing, software development, overseas manufacturing, distribution, and service cycles. Achieving collaboration between the different groups proved to be a challenge. “We realized from our plans in developing a direct sales force with a network of area managers and regional sales managers that information would be

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Frank Arant  
Business Development  
Manager  
Technogym USA Corp.

critical for efficiency,” said Frank Arant, Business Development manager for Technogym USA. “We manufacture both hardware and software. The equipment side in particular takes a lot of coordination between multiple entities throughout the world. The bottom line is that forecasting is critical. We understood that our CRM solution needed to interface with multiple departments so there would be more collaboration of information.”

### **A Seamless Transition**

User adoption is key to the success of any CRM initiative. “I would say that everyone uses our CRM solutions to a certain level. We’re at about 90% of usage across the organization,” Arant said. “The difference between our prior hosted solution and Siebel CRM On Demand is a quantum step. Everyone finds OnDemand much more intuitive and very easy to use.”

To further facilitate user adoption, Technogym USA makes sure that all sales training strongly focuses on tightly integrating Siebel CRM On Demand with the company’s sales processes. The result is that the technology is helping to reinforce a uniform company-wide sales process. Ultimately it is Technogym’s commitment to innovation that is driving the move to a more integrated, effective, and competitive organization.

### **Standardizing Business Processes, Improving Collaboration, Enhancing Forecasting**

One of Technogym’s main CRM objectives was to bring the different parts of the company together on a single technology foundation to help standardize processes, facilitate collaboration, and improve forecasting. The company has taken a bold step toward making this a reality. Technogym USA is taking advantage of Siebel CRM On Demand’s analytical and reporting capability to ensure the most efficient use of marketing resources.

“As we build up the data, we’re going to clearly know where our investments are best suited,” Arant said. “This is a big step from a reporting process that previously relied heavily on spreadsheets, with no overall accountability or real visibility into the opportunity chain.”

Technogym USA's sales force is also using its CRM capabilities to track and manage leads, and tie them back to its marketing analysis. "We now use CRM data to coach our sales process, which has been extremely valuable," Arant said. "We spend less time managing data, allowing the team to focus on selling. If you get everyone in step with the same type of process, you're going to get there a lot quicker."

Technogym USA's standardized approach carries all the way through to delivery. "When the sales process is initiated, we can attach documents to the account so everyone has visibility," Arant said. "As that business gets to the close phase, we can actually enter the exact order into Siebel CRM On Demand. We can then use that information to understand what's in the field. Our CRM system also helps us see what products are where and in what market segments, which is very important in our business."

Technogym USA also relies on Siebel CRM On Demand's comprehensive reporting functions to gain a view of the entire pipeline.

"To me, the magic of the tool is that the reporting is just brilliant," Arant said. Prior to the adoption of Siebel CRM On Demand, compiling a forecast required gathering information from area managers and then manually compiling it in a spreadsheet. This process has changed dramatically.

"As far as the reporting goes, once you have customized your templates, you are talking about seconds to see what you want. The information is at your fingertips immediately," Arant said.

Timely and accurate reporting is critical because, in order to fulfill orders, Technogym USA must obtain raw goods, manufacture the product, and ship it--often across an ocean. The process is complex and takes time, so improved understanding of current and future product needs can directly affect the bottom line.

### **Enhanced Customer Support**

Technogym USA's support team uses the centralized customer database to manage post-sales support and service. The use of a single data repository ensures that team members have the most up-to-date information on a customer or service call at their fingertips. This same information feeds the product development and service cycle. Improvements in the way it does business ultimately benefit Technogym USA's customers the most, as the

company continues to supply some of the industry's most advanced products and services available.

### Why Oracle?

"As a global company, we needed a solution that we could deploy quickly and easily, without a huge, risky investment in customization," Arant said.

The company evaluated leading CRM solutions, and chose Siebel CRM On Demand. "I think we did a very good job of due diligence before making our choice," Arant said. "Siebel CRM On Demand had so many capabilities that felt like they were custom made for us. It was an easy choice, quite honestly." Siebel CRM On Demand's in-depth analytic capability and reporting were key given Technogym USA's critical need for accurate forecasting.

### Implementation Process

Implementing a new company-wide CRM system can be a daunting process. With Siebel CRM On Demand, however, it went smoothly, according to Arant.

"The deployment of data migration from our prior system was not difficult, and we enjoyed the process of configuring the system to our specific requirements," Arant said. "Oracle's Siebel CRM systems can be easily customized, and we were able to complete the process in a few days—start to finish."

### Advice from Technogym

- Match your tool selection to your needs
- If there's something there that you think is nice but you don't really need, there's no reason to have it
- Keep things simple and focus on deployment and user adoption
- Foster company-wide involvement and buy-in from the CEO down to all departments that will be affected

*Technogym USA Corp. is the second-largest supplier of commercial fitness equipment in the world with products used in more than 35,000 fitness centers and 20,000 homes worldwide. Technogym is the Official Supplier for the Turin 2006 Olympic and Paralympic Games.*