Netstore PLC
Reading, United Kingdom
www.netstore.co.uk

Industry:

Professional Services

Annual Revenue:

US$71 million

Employees:

200

Oracle Products & Services:

Oracle CRM On Demand

Implementor:

Oracle Consulting

"Oracle CRM On Demand now sits at the heart of our business. It has enabled us to rapidly integrate sales teams and processes as Netstore has grown both organically and through acquisition."
– Alan Edwards, Marketing Director, Netstore PLC

Netstore Streamlines Customer Relationship Management for Its New Acquisitions

Founded in 1996, Netstore provides managed information technology (IT) services and security for organizations that outsource their IT requirements. One of the largest businesses of its kind in the United Kingdom, it provides consulting advice and development teams, running complex management services from its data centers across the country.

Challenges

- Manage rapid corporate growth—achieved in part through a rolling program of acquisitions—with a new sales integration tool that supports standardized sales systems and processes
- Replace SalesFirst from Repository Technology, Inc., which had limited Web access, no reporting or analytics, and couldn't support growth
- Replace a mix of legacy systems—including Salesforce.com, manual spreadsheets, and custom legacy systems—used by acquired companies

Solution

- Selected Oracle's Siebel CRM On Demand because it ensures ease of migration from a variety of systems; provides hosted Web access and analytics capabilities; and supports structured sales methodologies
- Delivered an integrated, consolidated customer database for tracking customer information across the company
- Standardized sales processes, ensuring rapid integration of newly acquired companies
- Provides real-time visibility of sales processes, delivering higher quality information to support decision-making and more accurate forecasting
- Automated key processes and eliminated need for manual consolidation of sales figures, reducing labor and administration costs and saving time
- Ensured quick adoption by sales team through its ease of use— previous system was only minimally used because it was not straightforward
- Expedites and tracks lead qualification and conversion
- Used Oracle Consulting Services to achieve rapid implementation

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