



Microsoft Dynamics Customer Solution Case Study

CRM Solution Helps Computer Security Firm Boost System Performance, Marketing Efforts

AbsoluteSoftware

Overview

Country or Region: Canada

Industry: High Technology and Electronics

Customer Profile

Absolute Software is a leader in helping companies protect laptop data, deter laptop theft, delete data on stolen laptops, and recover stolen computers. Absolute is based in Vancouver, British Columbia.

Business Situation

Absolute Software sought a high-performing CRM solution that would allow the company to easily share information, streamline marketing efforts, and integrate closely with its defect management system.

Solution

Working with its partner, Ideaca Knowledge Services, Absolute implemented Microsoft Dynamics™ CRM 3.0 to better share information and streamline marketing efforts.

Benefits

- Rapid adoption by employees
- Faster system performance
- Easier information sharing
- Streamlined marketing efforts

“Microsoft CRM works the way technology should. With Microsoft CRM, our Sales and Technical Support departments now share critical information and have forged a closer, more efficient relationship.”

Risa Zaleski, Director of Operations, Absolute Software

Absolute Software, based in Vancouver, British Columbia, provides computer security and tracking software, such as ComputraceComplete, which deters laptop theft and helps recover stolen computers. Absolute’s sales efforts were hampered by a slow, inefficient CRM system that didn’t allow for easy information sharing across the organization. As a result, the system suffered from poor user adoption. Working with Microsoft® Certified Business Solutions Partner Ideaca Knowledge Services, Absolute deployed Microsoft Dynamics™ CRM 3.0. As a result, Absolute now benefits from superior performance, which has led to vastly higher user adoption. In addition, Microsoft CRM has enabled Absolute to more easily share information across the organization and streamline its marketing efforts.

“People here are very, very happy with Microsoft CRM, and the sales group has quickly adopted it.”

Risa Zaleski, Director of Operations, Absolute Software

Situation

Even the best software is of little value if it isn't being used. And the sales representatives at Absolute Software were barely using the company's previous customer relationship management (CRM) system. They complained that it was balky and slow and didn't integrate well with the company's Microsoft® Office System products, according to Risa Zaleski, Director of Operations at Vancouver, British Columbia-based Absolute Software.

Having an inefficient CRM system created significant challenges for Absolute, whose global software offerings include ComputraceComplete, which is computer and security tracking software that enables companies to protect data on computers, deter theft, delete data on stolen laptops, and recover stolen computers. Absolute's services are increasingly popular today, especially when considering that a laptop is stolen every 53 seconds and, according to the FBI, 97 percent are never recovered. Absolute's business model heavily revolves around superior, efficient customer relations—particularly at times when a customer might be experiencing the stress of attempting to locate stolen computer equipment.

Solution

Absolute had cycled through a handful of CRM solutions over the last seven years, but all failed to catch on with the company's employees and sales staff. “They all ultimately became glorified Rolodexes,” Zaleski says. Absolute sought a new CRM system that would be more than just a contact database. Instead, the company wanted one that would allow it to easily share information, help streamline marketing efforts, and integrate closely with its defect management system. In addition, the new solution had to integrate closely with the Microsoft Office Outlook® messaging and

collaboration client, which Absolute's sales representatives use extensively, as well as other Microsoft programs, such as Microsoft Word and the Microsoft Excel® spreadsheet software. Perhaps most important, the new solution needed to provide the robust performance Absolute's sales representatives sought.

Absolute called on Ideaca Knowledge Services, a Vancouver-based Microsoft Certified Business Solutions Partner with a dedicated focus on Microsoft Dynamics™ CRM. “When it came to choosing a CRM solution, Absolute had done its homework,” says Tom Amerongen, Ideaca's Director of Consulting. “The company knew what it wanted: Microsoft CRM.”

Ideaca helped Absolute take a fresh look at the company's sales, service, and marketing processes and determined that Microsoft CRM would indeed be an ideal fit for Absolute's needs. Using its proven *Express Track* implementation methodology, Ideaca initially deployed Microsoft CRM 1.2 and ensured a smooth migration of data from Absolute's previous system. More recently, Ideaca helped Absolute upgrade to Microsoft CRM 3.0.

Benefits

Absolute Software is realizing a wealth of benefits from its Microsoft CRM 3.0 system, including:

Rapid Adoption

Unlike Absolute's previous systems, which suffered from low user adoption, Microsoft CRM has been heartily embraced by both the company's sales representatives and employees. “People here are very, very happy with Microsoft CRM, and the sales group has quickly adopted it,” Zaleski says. Part of that is attributable to the fact that Microsoft CRM is tightly integrated with other Microsoft programs. “Absolute's sales culture is very

fast-paced, and efficiency is key,” says Amerongen. “Microsoft CRM is tightly integrated with other Microsoft software, and that has really been an important benefit.”

Easier Information Sharing

With Microsoft CRM, Absolute Software has accomplished its goal of having a system that allows for easy information sharing across the organization. “Microsoft CRM works the way technology should,” Zaleski says.

“Through utilization of Microsoft CRM, our Sales and Technical Support departments now share critical information and have forged a closer, more efficient relationship.” For instance, by integrating information from Microsoft CRM into the company’s internal defect-tracking system, Absolute’s Technical Support and Sales professionals can see precisely where in development a certain defect is—which wasn’t possible with the company’s previous system.

Streamlined Marketing Efforts

With the arrival of Microsoft CRM 3.0, Absolute’s marketing staff now has the ability to track sales leads and the ROI associated with the company’s marketing campaigns and trade shows, activities that were difficult to quantify using the company’s previous system. This allows for faster follow-up and more-efficient marketing efforts.

Improved System Performance

The performance of Microsoft CRM is far superior to that of Absolute’s previous system, Zaleski says. “The performance is great,” she says. “We have probably 50,000 account records and 80,000 contact records in our database, and the Microsoft CRM performance is snappy—much better than what we were using before.”

For More Information

For more information about Microsoft products and services, call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (877) 568-2495. Customers who are deaf or hard-of-hearing can reach Microsoft text telephone (TTY/TDD) services at (800) 892-5234 in the United States or (905) 568-9641 in Canada. Outside the 50 United States and Canada, please contact your local Microsoft subsidiary. To access information using the World Wide Web, go to: www.microsoft.com

For more information about Ideaca Knowledge Services products and services, call (604) 669-6811 or visit the Web site at: www.ideaca.com

For more information about Absolute Software products and services, call (800) 220-0733 or visit the Web site at: www.absolute.com

Microsoft Dynamics

Microsoft Dynamics is a line of integrated, adaptable business management solutions that enables you and your people to make business decisions with greater confidence. Microsoft Dynamics works like familiar Microsoft software such as Microsoft Office, which means less of a learning curve for your people, so they can get up and running quickly and focus on what's most important. And because it is from Microsoft, it easily works with the systems your company already has implemented. By automating and streamlining financial, customer relationship and supply chain processes, Microsoft Dynamics brings together people, processes and technologies, increasing the productivity and effectiveness of your business, and helping you drive business success.

For more information about Microsoft Dynamics, go to: www.microsoft.com/dynamics

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Document published February 2006

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