



EBSCO Industries, Inc.

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At A Glance:

- **Company:** EBSCO Industries, Inc.
- **Location:** Ipswich, MA
- **Industry:** Computer Services;
Computer Software; Education
- **Challenge:**
 - Multi-national corporation needed sales, customer support, and marketing teams with real-time access to a centralized repository of customer data
 - Rebuild company processes to make them more efficient — and better able to support rapid growth
- **Software switched from:**
Proprietary home-grown databases
- **Other software considered:**
Various hosted CRM solutions
- **Results with NetSuite:**
 - Sales teams able to prioritize opportunities and know immediately of support issues affecting customers
 - 6 hours a day, and thousands of hours annually, saved by sales management from more efficient sales processes
 - Marketing campaigns have allowed EBSCO to customize and target messages better, delivering customers more timely and relevant information
 - Support teams able to more rapidly manage issues due to greater visibility



*A part of the EBSCO
Information Services group.*



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*— Art Queenan, CRM Manager
EBSCO Publishing*

The Results:

When EBSCO Publishing, a division of EBSCO Industries, began using NetSuite CRM+ in 2005, the main goal was to centralize customer information, so that everyone in the company — from the sales representatives selling the products to the support teams keeping users happy — had a complete, and identical, picture of the business. EBSCO has accomplished this goal by taking advantage of the opportunity to improve its processes through one central repository — NetSuite CRM+. By integrating and streamlining these processes, NetSuite has enabled EBSCO to work better even as its customer base expands.

Sales representatives can now do tasks themselves that used to require the intervention of managers or other personnel — saving thousands of man-hours each year. While EBSCO has only recently begun using NetSuite for marketing, the increased speed to launch campaigns has already allowed staff to spend significantly less time creating campaigns and more time focused on the customer. Managers can now better guide their sales teams because NetSuite's dashboards give them a full, real-time view of how each sales representative is progressing.

"Companies are always rethinking processes to make them more efficient," says Art Queenan, EBSCO's CRM Manager. "You want to make a good process great, and a great process even better. NetSuite has enabled us to do that."

The Challenges:

When EBSCO began an expansion into new market segments, it knew it was also time to revisit the software managing its relationships. The 63-year-old company has a long history of satisfying the information needs of academic and public libraries. Now EBSCO wanted to repeat its success in the health care and corporate areas, providing databases tailored for medical or business-related needs. But as all dynamic and growing companies evolve,

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CRM Manager
EBSCO Publishing

so do their systems and processes: EBSCO's needed a more flexible, Web-based solution to support its success and market growth.

The biggest issue was that information was housed on a host of disparate home-grown applications throughout the enterprise. EBSCO's sales team couldn't easily see what the company's support team was up to, and vice versa. "We were not centralizing customer information in the best way to ensure transparency across departments," says Queenan. "In order to take full advantage of the growth the company was experiencing, we needed a CRM system that would allow us to put key sales and competitive data in one central location and thereby eliminate off-line spreadsheets."

"One of our key objectives was to expand our collaborative team selling approach between the field and the internal sales representative. We needed to add visibility, streamline communication, improve forecast accuracy, and most importantly improve customer satisfaction."

Another issue was on the international front. "Better support for our growing international sales offices and customer base was imperative," says Queenan. "International sales now represent a significant percentage of our overall business. This required standardized platforms and processes across our domestic and international workforce."

EBSCO also needed to get better tools into the hands of its sales staff — allowing them to standardize pipeline management processes. "Our reps needed to be able to manage opportunities throughout the day, to manage tasks, and to see where, and when, they needed to do follow-ups. NetSuite CRM+ has put reporting at the fingertips of managers, allowing more time to manage and mentor and less time gathering data."

The Solution:

After looking at a variety of products, EBSCO opted for NetSuite CRM+, which went live in January 2005. EBSCO has grown the number of NetSuite licenses to several hundred. "For its price point, NetSuite offered a vast breadth of functionality, and has helped us put our marketing, sales, and customer satisfaction groups on one platform," says Queenan. For the first time, all of these teams get the same 360-degree view of EBSCO's customers. "If a customer is having a support issue, our sales team is aware of that. We are a company dedicated to putting the customer first, and NetSuite CRM+ is helping us continue that effort."

Perhaps even more importantly, NetSuite has enabled EBSCO to automate, and streamline, the way it does business. For example, before switching to NetSuite, EBSCO generated quotes by assigning two managers to coordinate between EBSCO's sales staff and its publisher partners. Now the sales staff interacts directly with the publishers, via NetSuite. "It was a real unforeseen win," says Queenan. "Instead of tying up managers, our sales staff communicates directly with our partners with better control of the exchanged data." All relevant customer information is populated into a Web form that is then emailed to the

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publisher. "This saves us 6 hours a day of sales management time, 12 hours a day of sales rep time, and our partners are more satisfied."

NetSuite's dashboard and reporting tools not only enable EBSCO's sales team to prioritize calls and opportunities, but also provide management with metrics that give it a better view of how each team member is faring. "NetSuite gives us metrics on the number of tasks a sales rep has entered, the number of emails they've sent, and the number of opportunities they've created," says Queenan. "We can see how each sales rep is doing compared to everyone else, and learn where we — and they — need to focus. We've been able to create similar metrics for our Customer Satisfaction department resulting in quicker and better resolutions of customer issues."

Going forward, EBSCO plans to ramp up NetSuite's marketing capabilities — which have already resulted in quicker, more successful email campaigns. By developing more dashboards, and honing in on more metrics — such as the 20 most popular items, and how sales have changed from month to month, or year over year — EBSCO hopes to tweak its own business plans as it expands the business and demanding customer satisfaction goals. Already, however, the synergy that NetSuite provides is proving crucial. "With NetSuite, our marketing team will get leads, enter them as opportunities and assign them to the appropriate sales representative thereby ensuring no leads are dropped or overlooked. NetSuite has helped us to be streamlined, lean — and in a great position to grow."

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