

Sage SalesLogix | Customer Success



Challenge

Cabot Corporation needed to integrate the company's disparate databases to provide one view of customers in all four company regions and achieve user acceptance.

Solution

Cabot Corporation rolled out Sage SalesLogix to the four regions and integrated 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

Cabot Corporation

Industry

Specialty chemicals

Location

Boston, Massachusetts

Number of Locations

Worldwide

Number of Employees

4,200

System

Sage SalesLogix

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."

The Clear Winner

Murthy evaluated several CRM software solutions, including Sage SalesLogix. "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.

Excellent Buy-In

"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 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

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– Kedar Murthy
Director of global sales, technical service,
and e-business
Cabot Corporation

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 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."

Note: Customer is a participant in the Sage Customer Reference Program and may be eligible for participation-based incentives.

About Sage SalesLogix

Sage SalesLogix offers a complete view of customer interactions across departments—providing information and insights for better planning, managing, and forecasting. Your teams will have the tools to increase sales, reach more profitable customers, enhance the customer experience, and anticipate customer needs. Sage SalesLogix offers flexible access, deployment, and payment options to address business requirements.

About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.1 million small and mid-sized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,100 people and supports 6.2 million customers worldwide.