



Configure-Price-Quote Software Driving Results at HelpSystems

Sales Professionals Create Quotes 500% Faster with Powertrak CPQ

Overview

Company	HelpSystems, LLC
Industry	Computer Software
HQ Office	Eden Prairie, MN
Established	1982

Company Profile

HelpSystems, LLC is a leading provider of systems management, security, and business intelligence solutions. HelpSystems software reduces data center costs by improving operational control and delivery of IT services.

Founded in 1982, the company has 14 offices worldwide and more than 7,000 customers from small businesses to Fortune 100 companies.

Challenges

- Replace Homegrown System
- Consolidate Disparate Systems
- Needed to automate sales quoting processes

Solutions

- Microsoft Dynamics CRM
- Powertrak CPQ
- NetPRM- SaaS Hosting Environment

Results

- Quick deployment of Microsoft Dynamics CRM on NetPRM.
- Axonom moved its CRM system from hosted to on-premise.
- Powertrak CPQ decreased quote generation time by 80%.
- HelpSystems' sales professionals are creating quotes 500% faster than its legacy system.

HelpSystems replaces homegrown system with Microsoft Dynamics CRM and Powertrak Configure-Price-Quote software to power sales configuration and quoting processes. The company's sales staff experiences an 80% reduction in quote generation time with Powertrak.

Overview

HelpSystems, LLC, a global provider of systems and network management, security, and business intelligence software, selected Axonom to begin a multi-year, multi-phased approach to replace its homegrown CRM with Microsoft Dynamics CRM and Powertrak.

With nine product divisions and fourteen offices worldwide, HelpSystems sought to consolidate its disparate systems into one platform. The company turned to Axonom to replace its homegrown customer relationship management system and provide selling and servicing tools to its internal staff and external partners.

"We've been adding divisions and staff at a rapid pace. It was essential to replace our legacy system and newly acquired systems and merge all that information into one platform that scales synchronously with our growth rate," said Kim Cassens, project manager at HelpSystems.

The Solution

Before the project began, HelpSystems required a rapid implementation to execute marketing campaigns utilizing Microsoft Dynamics CRM and a new marketing automation system. The company leveraged Axonom's hosted environment, NetPRM, to quickly deploy the necessary solutions to execute email marketing campaigns.

Next, Axonom migrated HelpSystems' CRM environment from hosted to on-premise. "The ability for one organization to help us with both deployment options saved time and energy, in addition to the quick execution on our marketing campaigns," added Cassens.

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Kim Cassens

Project Manager at HelpSystems

“With Powertrak’s configure-price-quote solution, sales professionals from all divisions have the necessary tools to rapidly build accurate quotes and orders right from within their Microsoft Dynamics CRM interface.”

Mike Belongie

COO at Axonom

The Results

Phase one of the multi-phase project successfully went live with Microsoft Dynamics CRM 2011 and Powertrak CPQ. With Powertrak powering its quoting processes, internal sales professionals are creating quotes 500% faster than compared to its legacy system.

“HelpSystems’ goal is to streamline many of its B2B business functions, from all product divisions, into just one platform,” said Mike Belongie, COO at Axonom. “With the integration of Powertrak’s configure-price-quote solution, sales professionals from all divisions have the necessary tools to rapidly build accurate quotes and orders right from within their Microsoft Dynamics CRM interface.”

Let’s Get Started

Call us at 888-814-2880 or email sales@axonom.com to set up a personal consultation. We’ll review your current setup and see how Powertrak can help you achieve your automation goals.



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About Axonom

Axonom is an independent software vendor that develops, designs, and markets Powertrak, the innovative B2B revenue management suite for global high-tech and manufacturing organizations.

Powertrak gives each user in every department one sure path to efficiently service, support and extend the customer experience.