

About Dawar Technologies

Starting as a print shop in the late 1800s, Dawar Technologies has evolved over the years and today this innovative company designs and develops products such as the coated keypad on your microwave oven, the touch screen technology in use at your medical professional's office, and smart-cards for various applications. The company's success depends on the strategic and collaborative relationships it builds with its customers—a process supported by its Sage SalesLogix system and the talented team at Plus Consulting.

Client Information:

Headquarters:

Pittsburgh, Pennsylvania

Industry:

Electronics Manufacturing

Web Site:

www.dawar.com

Solution:

Sage SalesLogix

Plus Consulting Engineers CRM Solution That Helps Boost Dawar Technologies Sales By 180%

A Sage SalesLogix Success Story

Five years ago, when Peter Jarzynka joined Dawar Technologies as the director of technology and marketing, the company's sales had been flat for many years. Dawar Technologies relied on Outlook as its only system for tracking customer relationships. Without a centralized database, the sales, marketing, and customer service personnel staff had no ability to share information across departments or between team members. Jarzynka and the company's new President and CEO recognized the need for a customer relationship management (CRM) solution that would support collaboration and would provide a platform for tracking sales opportunities.

"I had previous experience with Sage SalesLogix and I knew it was the product I wanted for Dawar Technologies—but we did look at others, including ACT! by Sage and Salesforce.com," recalls Jarzynka.

"Sage SalesLogix offers the best technology, tight integration with Outlook, and the ability to work offline. The power of this CRM solution combined with Plus Technology's capabilities and knowledge of the product, made it the best choice for us," says Jarzynka.

ERP Integration

Plus Consulting worked with Dawar Technologies to integrate Sage SalesLogix with the company's ERP software. Updated sales figures flow from the ERP system into Sage SalesLogix, as do detailed quotations. "We really didn't require much customization to the product, but where we did, Plus Consulting did an excellent job of identifying requirements and delivering solutions," notes Jarzynka.



Information Anywhere

The company's remote sales representatives use Sage SalesLogix on their laptop computers; they synchronize with the corporate database each day over a Virtual Private Network (VPN). "They can continue to work and be productive with or without an Internet connection," says Jarzynka.

The centralized database of customer information proves invaluable to Dawar Technologies. "Since everyone is working in the same database, all of our notes and communication history are there along with current receivable data and sales history," explains Jarzynka. "Our representatives familiarize themselves with a customer's background before each sales call—it makes them more effective during the meeting."

Because staff members were already comfortable working in Outlook, they appreciate the integration between Sage SalesLogix and Outlook. "We can continue to send and receive e-mail messages in Outlook knowing that the correspondence is automatically recorded in the contact's record in Sage SalesLogix."

About PLUS Consulting

Plus Consulting provides technology guidance, implementation services, training and support to clients across a broad spectrum of industries, with one goal in mind: results.

Our team of industry experts, project managers, and consulting professionals blend extensive industry and technology experience with the best tools and methodologies to provide superior business solutions that exceed expectations and deliver measurable results to our clients.

*Learn more at :
www.plusconsulting.com*

“We always receive excellent service from Plus Consulting. They have a solutions-centered rather than a sales-centered approach.”

Taming a Complex Sales Cycle

The Dawar Technologies sales cycle is lengthy, yet Sage SalesLogix helps track and coordinate the process from initial lead through final sale. “A typical sale may take six months or more to complete,” explains Jarzynka. “Before it was difficult to stay on top of every opportunity for its duration, we simply didn’t have a tool in place to do it. Now we’re better able to focus our efforts to help our reps generate and close more opportunities.”

Plus Consulting showed Jarzynka and his staff how to set up customized workflows in the software, so that automated reminders are sent to staff alerting them when a follow-up phone call is due, or to management when an opportunity is advanced to the next step in the sales process. Customer communications, including drawings and specifications, are attached to the opportunity record. This ensures that everyone has quick and easy access to all available documentation.

Jarzynka credits the careful planning and skilled execution by Plus Consulting for much of the success. “They continue to offer suggestions and advice—helping us develop strategies of ways we can expand the use of our solution.”

Successful Partnership

“We’ve experienced tremendous growth over the past five years—boosting our sales by more than 180 percent. The company is nearly four times as large as it was then, and our Sage SalesLogix solution has facilitated that growth—it has allowed us to be agile and responsive,” says Jarzynka.

Responsive is also a term Jarzynka uses in describing Plus Consulting. “We always receive excellent service from Plus Consulting. They have a solutions-centered rather than a sales-centered approach,” he says. “It was clear that they wanted to put together a solution that worked for us, not just sell us a product,” he concludes.



Pittsburgh Office (Headquarters):
1370 Washington Pike, Suite 203
Bridgeville, PA 15017
Sales: 412-206-0160

Arizona Office:
5501 E. Marilyn Road
Scottsdale, AZ 85254
Sales: 602-283-4864

Philadelphia Office:
106 W. Locust Lane
Kennet Square, PA 19348
Sales: 601-910-5625

Washington D.C. Office:
P.O. Box 10052
Gaithersburg, Maryland 20898
Sales: 301-788-7885