

About Donwil Company

For nearly 45 years, Donwil Company has been providing Data Center and Network power and cooling equipment to the engineering, contracting, and commercial marketplace. As a manufacturers' representative, Donwil's mission is to promote the equipment of the manufacturers it serves, turning that equipment into comprehensive solutions and backing those solutions with expert service and support. Aiding Donwil in its mission is Microsoft CRM and the talented consulting team of Plus Consulting.

Client Information:

Headquarters:

Robinson Township, PA

Industry:

Industrial Equipment Sales

Web Site:

www.donwil.com

Solution:

Microsoft CRM

Plus Consulting Powers Up Operations For Donwil Company

A Microsoft CRM Success Story

Before implementing Microsoft CRM, the sales representatives at Donwil used Outlook Business Contact Manager to track their contacts and opportunities. Weekly, each representative was required to update a massive spreadsheet with their open opportunity information. Someone was responsible for amalgamating data and distributing it to the management team and sales representatives. "We basically had very little visibility into our pipeline," recalls Chris Massetti, President of Donwil. "The spreadsheet typically contained more than 400 lines, many of them were duplicates or contained outdated information. We couldn't rely on our data to help us make new sales."

The Right Solution. The Right Partner.

Determined to improve the quality of the company's data, Massetti says he became a student of CRM solutions. "I did a lot of research and looked at all the major players," he says. "Microsoft CRM stood out for its interoperability with the Microsoft tools we were already using, for its customizability, and for its intuitive navigation."

With the staff already using Outlook to manage many of their tasks, Massetti says that Microsoft CRM offered the ideal solution—a boost in power and functionality without extensive retraining of the staff. "Microsoft CRM has proven itself," he adds. "Not a single person finds it difficult to use and as a result, it gets used."

Microsoft CRM is built using the .NET platform, an advantage that is not lost on Massetti. "I feel like we've future-proofed our business by standardizing on Microsoft tools," he says.



Massetti says finding the right partner to implement a CRM solution was an easy task. "We have worked with Plus Consulting for several years in many different capacities," he explains. "They are the solution provider for many of our customers and their reputation is stellar. We didn't consider anyone else but Plus Consulting. No one knows CRM better."

Adapt The Software To Suit Your Business

As proof of Plus Consulting's talent, Massetti points to the fact that the company has not had to change a single business process. "They adapted the software to our business," he says. "We didn't have to change to fit the software. Our business practices are sound and successful. We weren't looking to change them, but to find a CRM solution that would support and promote those practices."

Plus Consulting customized Microsoft CRM to match the workflow and business processes that work so well for Donwil. "They really understand our business," Massetti says. "I've heard that success with CRM is dependent on People, Processes,

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*

“There was not one glitch and I don’t have a single complaint. They did exactly what we asked, and delivered far more than I expected.”

and Technology. We’ve got the people and the processes. Plus Consulting delivered the technology.”

Mine Your Data For Opportunities

The majority of Donwil’s revenue comes from repeat customers, so the company wanted an efficient way to mine its customer database to identify new opportunities. “With Microsoft CRM, we can look at our data in any way. For example, we can identify everyone we’ve done business with that doesn’t have products from a particular product line, like our Server Racks, and promote it to the customer,” Massetti explains.

As a sales manager, Massetti appreciates the newfound visibility into open opportunities. “I can design my own quick queries and views to uncover the information I need,” he says. “I might want to see all pending opportunities where we quoted a certain piece of equipment, for example. The rest of the management team is equally impressed, as they can access Microsoft CRM from anywhere over the company’s VPN and see open opportunities and their status.”

Track Complex Relationships

The software also helps Donwil track the sometimes complex relationships surrounding a large

project. “Many times we’ve got architects, engineers, contractors, and owners involved in the procurement of our equipment,” explains Massetti. “It’s imperative that we associate all these individuals and companies with an opportunity so we are talking to all the decision makers. We can do that now.”

Rapid Return On Investment

“We have achieved a six-month payback on our investment,” says Massetti. “Primarily through incremental sales that might have been overlooked before Microsoft CRM. I can point to nearly \$600,000 in new revenue as a direct result of our use of the software. The difference in our sales efficiency is like night and day,” Massetti says. “And that’s significant because we were pretty good before.”

He concludes, “We knew Plus Consulting was the top company in the industry. They made this project incredibly easy for us. There was not one glitch and I don’t have a single complaint. They did exactly what we asked, and delivered far more than I expected. I feel like we got a true bargain.”



sage
software

Authorized Partner

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

Atlanta Office:
Atlanta, GA 30144
Sales: 678-261-8020

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