



CUSTOMER SUCCESS STORY

CUSTOMER

Cabot Corporation

INDUSTRY

Specialty chemicals

LOCATION

Boston, Massachusetts

Number of Locations

Worldwide

Number of Employees

4,200

SYSTEM

Sage CRM SalesLogix

Cabot Corporation Turns to Sage CRM 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."

Murthy evaluated several CRM software solutions, including Sage CRM SalesLogix and several other vendors. "Sage CRM 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 CRM SalesLogix was rolled out to all four of the company's

CHALLENGE

Integrate the company's disparate databases to provide one view of the customers in all four company regions; South America, North America, Europe, and Asia. Achieve complete user acceptance.

SOLUTION

Roll out Sage CRM SalesLogix to the four regions and integrate the CRM solution with the company's J.D. Edwards ERP software.

RESULTS

A single Sage CRM 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



Your business in mind.

