



CUSTOMER SUCCESS STORY

CUSTOMER

National Research Council of Canada's Industrial Research Assistance Program (IRAP)

INDUSTRY

Publicly funded scientific and technology organization, helping small and mid-sized businesses adopt technology.

LOCATION

Ottawa, Ontario, Canada

Number of Employees

400

SYSTEM

Sage CRM SalesLogix

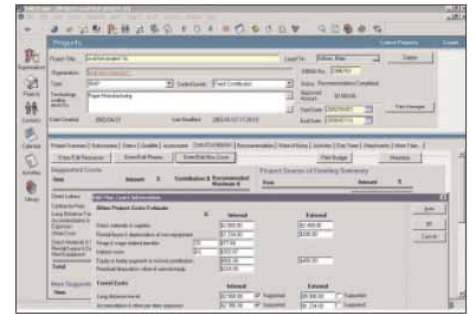
Sage CRM SalesLogix Creates a Knowledge-Rich Environment for Canada's IRAP

Winter can be cold in the Canadian Maritimes, those provinces bordering on the Atlantic Ocean. So cold that ice often covers the bays where fish farmers build their pens, making it difficult to harvest their product.

One entrepreneur had a better idea—house the pens on land and harvest his flounders in comparative luxury. However, the innovator needed information on the technologies required to raise fish indoors on an economically viable basis.

Enter IRAP, the Industrial Research Assistance Program, which is part of the Canadian National Research Council (NRC). IRAP employs about 400 people across Canada to help small and mid-sized businesses turn research and technology into business opportunities. Some 260 Industrial Technology Advisors (ITAs) work directly with clients in the field.

IRAP decided to implement Sage CRM SalesLogix to replace a mix of fax, phone calls, courier, and e-mail between ITAs and IRAP headquarters in Ottawa.



Functionality and Flexibility

"We decided that a customer relationship management (CRM) system would most closely meet our needs," said Brian Wilson, manager of IT at the time.

"We looked at a number of CRM tools and narrowed the field to Sage CRM SalesLogix and two others," he said. "Sage CRM SalesLogix not only had the functionality, but also could be tailored to fit our specific requirements. Sage CRM SalesLogix also had the ability to scale to meet our future needs."

Wilson added, "Another big plus is the ability to synchronize databases. ITAs and

CHALLENGE

To streamline communications, operations, and processes related to helping small and medium-sized businesses make full use of NRC-IRAP research and development services.

SOLUTION

Implementation of a highly-tailored version of Sage CRM SalesLogix to facilitate communication and gather important operational and financial data.

RESULTS

Innovation promoted through streamlined processes, improved client communications, and a knowledge-rich environment for decision making.



Your business in mind.

