

CASE STUDY

VICTREX Chemical Manufacturing

"Alithya became an extension of our project team which meant the process of implementation was seamless. This has been the best CRM deployment I have ever been involved in."

James Fleming, Group IT Director



Victrex is the world's leading manufacturer of high-performance polyaryletherketone materials; comprising of two divisions: Victrex Polymer Solutions that focuses on transport, industrial and the electronics markets and

Invibio Biomaterial Solutions that focuses on providing specialist solutions for medical device manufacturers.

Out with the Old, in with the New

Victrex's growth and business evolution had outstripped the functionality of the existing Saratoga CRM. "We evaluated the current CRM system, it was pretty old and heavily reliant on IT to keep it breathing and to provide any reasonable source of flexibility," says James Fleming, Group IT Director. Fleming and his team were spending too much time firefighting and building bespoke reports. In fact, it took 1.5 fulltime heads just to keep the CRM system working at its existing levels of capability. "We found ourselves having to write functionality that was already standard in Microsoft Dynamics CRM".

Victrex was drawn to Dynamics CRM and its integration capability, which meant that finally it would have a system where existing applications such as sales order processing, invoicing, BI and marketing would talk to each other. Fleming says: "We were essentially looking for something with more functionality. Dynamics was something I was already familiar with so it made sense to look there first."

With the new Dynamics CRM solution, Fleming has now been able to reduce the resources to 0.5 of a full-time head to simply manage new projects. "Ultimately I've been able to shift the focus of my time from being reactive to proactive," adds Fleming.

Key Benefits

- > Accurate business and market intelligence
- > Sales order processing, invoicing, BI, and marketing working together
- > Measure, manage, and track all engagement processes
- > Agility of project delivery

Reduced Cost

With the CRM-focused IT headcount that Fleming has been able to free up, Victrex has been able to save £35,000 per year in resource alone. Fleming says: "Over time it's certainly going to further release the resource requirement on IT and allow people to become much more autonomous with the way they consume information."

Rapid Deployment

With a recognized need for a change, the demand to deploy quickly led to Victrex engaging Microsoft CRM Gold partner Alithya, recognized for their technical expertise and rapid deployment capabilities.

Victrex met with the Alithya team for an initial scoping exercise. Historical engagements with more traditional CRM providers proved to be cumbersome and not led by end value; therefore Fleming found Alithya's approach refreshing. Fleming says: "We liked everything that Alithya were saying; they immediately understood our business challenges and the need for a fast turnaround."

Greater Insight, Greater Control

Microsoft Dynamics CRM has enhanced Victrex's ability to take advantage of new business opportunities, supported by the tools needed to measure, manage and track all engagement processes. "The insight we're now able to gather is helping us identify changing market trends and spot new opportunities." comments Fleming.

This will prove vital in supporting Victrex's plans to extend their operation into the emerging markets of India, Russia and Brazil. "The key has been the agility of the project delivery, moving away from a traditional approach and focusing on addressing the real business challenges. Our need was to see benefit straight away, Alithya has helped us achieve that. I would have no hesitation in recommending Alithya."

Self-sufficient

One of the key requirements for Victrex was to ensure that the internal team were sufficiently skilled on the solution so as to be able to manage it themselves once the project had finished. "Alithya are very much about making sure that we are as self-sufficient as we can be. They spent the time training up our guys to ensure there was a very smooth hand-over."

Companywide Information

Gaining large scale adoption was essential if the CRM was going to become a valid tool for supporting the key business drivers. "Alithya has helped us with a lot of the ideas around how best to manage the internal adoption process. "Their experience has been invaluable in helping guide us around what will and won't work and has resulted in Dynamics CRM becoming the first application staff open up in the morning," said Fleming.

Pipeline Visibility

With a global footprint and highly dispersed workforce, the intelligence that can now be gathered and displayed has enabled the Victrex board to make resource placement decisions based on real, rather than speculated, forecast information. "For the first time at a board meeting, the Managing Director was able to turn up with sales forecasts that were accurate and a true reflection of what was going on."

Fleming found that the decisions being made during board meetings were now far more relevant. "The insight we're now able to gather will help us identify changing market trends, spot new opportunities and become more strategic in the placement of resources."

ALITHYA DEMONSTRATED THE FUNCTIONALITY WITHIN THE DYNAMICS CRM SOLUTION AND WENT INTO DEPTH AROUND THEIR DELIVERY METHODOLOGY. THE END RESULT WAS A PROJECT DELIVERED IN 12 WEEKS AND DELIVERED TO BUDGET.

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alithya.com | MSsales@alithya.com | 866 420-7624