

### We found a right CRM for us

Low in cost and simple to use and yet has enough functions for operations

We spoke with Mr. Kuniyuki Suzuki, the division manager of the System Solution Dept. and Mr. Narutaka Mizutani, a member of System Solution Dept. of Nitta Gelatin Inc. about their implementation of SkyDesk CRM.



### What made you think about implementing CRM?

#### Problems in using Salesforce

- Only a few functions of Salesforce are required in the business
- The operational cost was too high for using just a few functions

Our company implemented the CRM/SFA system produced by Salesforce.com in 2003 while most other companies in the industry were still not doing so. We used the system for sharing daily sales reports and managing workflows resulting from requests for operations between sales and development departments.

10 years after the implementation, we conducted a research on our usage of the system and realized we had been using only a few functions among the many available in Salesforce. We reached the conclusion that the few functions we were using were not worth the operational costs. That was why we started to review our investment in systems and started considering switching systems from Salesforce to others. It was then that we found out about SkyDesk CRM.

SkyDesk CRM is a simple system, allowing us to migrate to it without changing the business processes we had established with Salesforce. We didn't even have to worry about losing our existing data on migration.

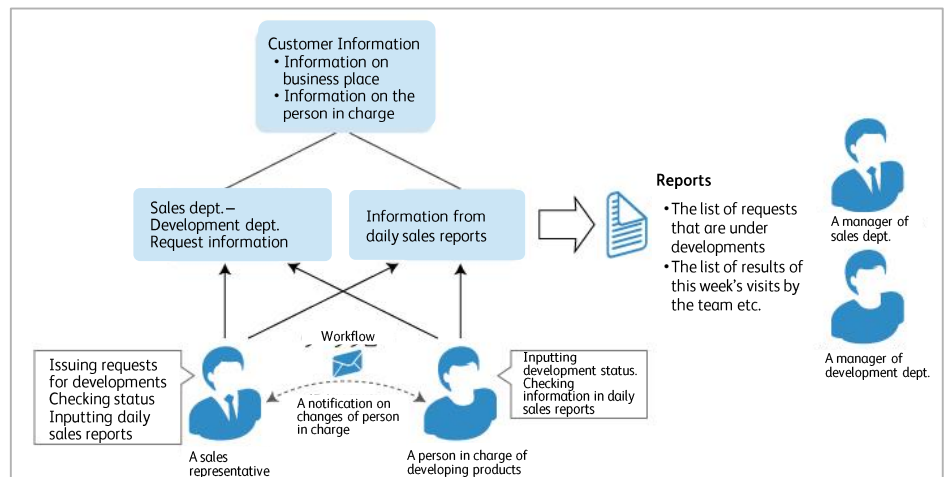
We approached a few vendors, but our uncertainty about the feasibility of their workflow functions remained. However, we finally decided on SkyDesk when we found out that the annual operational cost will be reduced to less than half that of Salesforce.

### How do you use SkyDesk CRM?

What we are doing should be quite standard with users of SkyDesk. Basically, we use it to manage our sales representatives' history of visits, which is a part of their sales activities, by linking client information with the representatives' weekly activity reviews and approach histories.

Nitta Gelatin Inc. undertakes sales to the manufacturing industry, meaning that our Sales Dept. and Development Dept. have to work closely. Together. It's not only the Sales Dept. but also the Development Dept. that must therefore check on the history of sales activities in CRM. With more accurate understanding of customers' requests, they will be able to develop better products.

To avoid miscommunication between the Sales Dept. and Development Dept., we are using the notification feature of workflow. Any request from a sales representative for creating samples are immediately forwarded to the person in charge of developing them. By utilizing the reporting function, the managers of both Sales Dept. and Development Dept. can aggregate the status of operation requests and the lists of outstanding operations without missing anything.



## What are the points you appreciate about SkyDesk CRM?

### SkyDesk Plus Points

- Smooth work!
- Simple operation screens!
- Easy daily maintenance!
- Low cost!

#### • Smooth work!

We fully utilize SkyDesk CRM for sales activities and development operations. Because SkyDesk is a low-cost system, we were initially a little apprehensive about its performance. However, it has proven to actually work far better than Salesforce and everyone is happy as they can use it without any hassle.

#### • Simple operation screens!

SkyDesk has simple screens so that we don't have a hard time trying to understand them. We were therefore able to start full-scale operation right after its implementation.

Up till now, we are only receiving a few queries from employees every month. All of us in management are very happy about this because we don't have many issues to deal with.

#### • Easy daily maintenance!

Because the screens for settings are easy to understand, the administrators for this system can respond quickly to requests from employees such as for the creation of reports and views. We are very satisfied with this situation.

#### • Low cost!

With SkyDesk running at a low cost, we don't have to worry about paying much for maintenance.

### The next step

"Mastering the SFA system to strengthen sales" was the original issue surrounding the operation of a CRM/SFA system. We are now thinking about expanding our operation of SkyDesk CRM to solve this prime issue.



To strengthen sales, the implementation of a system should not come first. It is by sharing this objective with other members while migrating to the new system, that each one of us can recognize what should be the ideal state of our sales.

Seeing this system migration as our turning point, we would like to think about taking the next steps towards strengthening sales, such as reviewing our sales process and utilizing daily sales reports more.

Thank you.



Mr. Suzuki, Department Manager of System Solution Dept. / Mr. Mizutani, member of System Solution Dept.

### Nitta Gelatin Inc.

#### ■ Nitta Gelatin Inc.'s business

With their head office at Osaka, Nitta Gelatin Inc. started their production of gelatin and glue for the first time in Japan in 1918 with industrial production methods introduced from Europe and the U.S.A.. They now produce and sell various food items and medical products, specializing in gelatin, collagen and glues.

Today, with their slogan of "Amaze the world!", the company is surprising the world by developing its business globally, becoming one of Japan's biggest and Asian's best gelatin specialist company.

#### ■ URL

<http://www.nitta-gelatin.co.jp/>

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