客户通讯

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GrapeCity China CEO Meets Country Manager for Merial China

are knowledgeable in the solution and work hard. We are confident of what we designed at the beginning and that we will be able to achieve 95% of that design. We've learnt a lot through this."

Project background:

Merial is a world-leading animal health company, on the cutting edge of product development and innovation, providing millions of doses of medication worldwide annually to keep and enhance the health, well-being, and performance of animals. Merial is also the first animal health products manufacturer in China built to GMP standards, producing pharmaceutical products and vaccines for livestock, pets and wildlife.

With 1.3 billion people making increased demands on the supply of livestock, China is a huge potential market for Merial. Understanding the gravity of livestock disease has been especially accelerated as China has encountered avian flu and mad cow disease, with the result that the market for livestock vaccine is maturing steadily.

In this market with competition rapidly increasing, Merial realized the growing hurdles of managing customer relations efficiently using traditional manual methods, especially when the business performance is heavily related to customer care and interaction. Moreover, much of Merial's customer base resides across geographic regions, requiring Merial to manage interactions via various communications networks and to accurately forecast and manage sales activities according to the immunity procedures of large fowl farms.

In order to avoid losing customers whenever there was turnover in the Sales Department, to improve the efficiency of sales and to bring effective analysis of market value to bear on their quotations; Merial needed a business solution to manage customer relations that was both cutting edge and easy to use.

It's important to have "a bridge over troubled waters". In the real world of business operations, it's always a big challenge both for the customer and for the service provider, to have a successful CRM implementation. It is said that between 30 and 75 percent of CRM implementations fail to produce the expected results and Return On Investment.

On September 3rd, Peter MacInnis, CEO of GrapeCity China, visited Merial to participate with their project sponsor and project teams in kicking off Phase III of their CRM implementation. Working together on Phase I and II, the GrapeCity and Merial teams had succeeded in ensuring adequate people resources, reengineering business processes, integrating the new CRM system with ERP and other existing systems, and in overcoming numerous other challenges to meet the project schedule. They are taking on Phase III with a solid spirit of teamwork and justified confidence.

Harry Picard, Country Manager for Merial China, said "It's good that we've bridged these and ended the first two phases happily. GrapeCity has a good team of consultants who

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GrapeCity Customer Newsletter

Willingness to help the customer succeed

After careful screening of available CRM products and vendors, Merial China chose GrapeCity to implement Microsoft Dynamics CRM 3.0 and to help build an interface to Merial's ERP and BI systems.

GrapeCity has proven experience implementing CRM, ERP, and Portal/BI solutions successfully, built on project management methodology that insures fulfilling the customer requirements and supporting the customer's business. More important, GrapeCity employees bring a genuine spirit of customer support, high business integrity, trustworthiness and hard work.

Merial CRM project objectives and key functions:

Maintain comprehensive customer knowledge and information

Automate and manage customer visit schedules in order to maximize sales opportunities

Analyze service data so that service activities can ensure customer satisfaction

Enhance preparedness by collecting information from epidemic reports and maintaining disease profiles based on historical data showing use of pharmaceutical products by region

Integrate ERP order and invoice data so that statistics are conveniently available in CRM

Use customized reports to analyze daily operations like promotions, sale visit schedules, customer complaints, etc.

Standardize sales processes and control sales activities by requiring input of data for each sales stage before moving to the next stage, thus gaining complete, timely and accurate information and avoiding customers lost due to turnover of sales people.

Strengthen the control of supervisors over sales activities and increase the sales success rate by analyzing data on customers' immunity procedures, medicine plans and volume usages to develop targeted sales strategies.

Provide powerful assistance to the sales force through easy access to reports generated as they are consulting with customers.

Improve customer satisfaction with more accurate, timely response to inquiries and complaints by providing customer service staff with immediate access to comprehensive customer information and service history.

Generate 360° views to executive managers on company sales and operations through integrating CRM with Business Intelligence and data-mining tools, allowing them to adjust sales and marketing strategies dynamically.

GrapeCity has built a long-term relationship with Merial and nominated Merial China as one of the pilot customers for the upcoming Microsoft Dynamics CRM 4.0 (Titan Pre-release Program), allowing Merial China to study the next version of MS CRM in advance.


Group news

Compliment letter from John Deere Tiantuo (JDT) —One of the key iERP customers of GrapeCity China

Dear Executives of GrapeCity:

At the start of National Day Holiday, our financial team found major errors in our monthly and quarterly financial reports, something we had never encountered before and which we later learned had been caused by data input error. We had to call Steven Su after failing to solve it ourselves, though he was already on vacation. Steven responded right away, working patiently from home, until he was finally able to solve the problem by midnight. Later during golden week vacation when our finance team again encountered unexpected errors, we once more turned to Steven to solve our problem. His help and support during the vacation week was invaluable in enabling us to solve unexpected errors and make it through the peak period of getting out our monthly and quarterly financial reports.
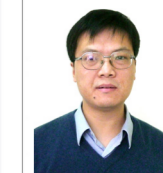
We are all very much impressed with what Steven did for us in spite of his being on vacation. We would very much like to say thanks again to Steven for his patient, hard work. We are proud of GrapeCity for having such a top-notch employee, and we believe with employees like Steven, GrapeCity will serve its customers better and better. We at JDT look forward to continuing our long-term cooperation with GrapeCity.

Product Information

Microsoft Dynamics CRM 4.0 (beta now) – Preview

Microsoft CRM General Manager Brad Wilson shared a bit more on what Microsoft is thinking, in terms of making Microsoft Dynamics CRM 4.0 a developer platform.

Wilson said CRM 4.0 always has been comprised of two components: The underlying platform for data-management and modeling, workflow, presentation management and online-offline synchronization; and the higher-level CRM elements for sales, service and marketing. Microsoft's idea is to allow non-CRM specific

applications to be built on top of the core CRM 4.0 development platform.

What's New in Microsoft Dynamics CRM 4.0 Server?

CRM 4.0 includes several new enterprise-level features that offer a wide range of flexibility, scalability, and ease of use.

= Multi-tenancy

Earlier versions of Microsoft Dynamics CRM Server provided a single organization solution. CRM 4.0 provides the ability to host multiple organizations in a single CRM deployment. This feature is a great benefit for hosted solutions. CRM 4.0 now implements two types of databases:

- A single configuration database that stores metadata and location information for all organizations
- One or more organization databases

= Server roles

CRM 4.0 introduces several new server roles that provide services, which increase flexibility and scalability. You can choose to have a computer dedicated to one server role or to all server roles.

The server roles are selected and installed during CRM 4.0 Server Setup. The server roles are:

- Application Server Role
- Asynchronous Services Role

- SQL Governor Role:

= SRS Data Connector

The SRS Data Connector is a service that connects the CRM 4.0 Server computer to the Microsoft SQL Report Server computer.

= Resource Center

The Resource Center provides a place within the application where users, administrators, and implementers will find information to help them use and configure CRM 4.0. When completed, the Resource Center will present a wide range of rich content and links to valuable resources.