



Success Story



Castle CRM

Key Achievements

Datamonitor successfully integrated their disparate SalesLogix CRM applications, while increasing the efficiencies and effectiveness of their SalesLogix system. Their New York and London offices now have access to a common database, giving them visibility into their accounts – worldwide. Castle CRM upgraded, re-engineered and deployed their SalesLogix solution, which is now in sync with their businesses, automating sales processes, reducing redundant data and eliminating duplicates.

Customer Summary

Our client provides information solutions to help companies address their business challenges, through the collaborative efforts of 150 global users. Their former CRM solution suffered from over-customization which prohibited their system from working effectively.

In order to develop a usable system, and to meet the needs of their business, Castle CRM developed an underlying business process roadmap – and technical solution – which resulted in an efficient, collaborative, and easy-to-maintain CRM application.

“We admire the staff at Castle CRM for their business knowledge and technical abilities.” said Neil Dodgson, Director of Technology

Datamonitor keeps tabs on “what’s hot” and “what’s not” in business.

This market research and analysis firm provides clients with unbiased expert analysis across seven industry sectors: automotive, consumer markets, energy, financial services, healthcare, logistics and technology.

Datamonitor also offers custom research and consulting services.

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Datamonitor helps leading companies address complex business issues through their proprietary databases and wealth of expertise.

Datamonitor provides many companies with subscription services that combine published research and analyst interaction. These offer research studies and analyst support addressing a particular market.

“Castle CRM brought our business groups together, and helped them work as a team”.

“Data cleansing and data mapping to an upgraded version of SalesLogix provided us with a usable system with more capabilities and functionalities”.

“We’ve integrated our sales processes and cut the number of management spreadsheets in half.”

We were able to export Sales Order Data from SalesLogix into our Peoplesoft invoice and sales accounting processes.

Customer Spotlights

Our customer’s next challenge is to upgrade to SalesLogix version 6.2

Located at 44 Wall Street, NYC, Castle CRM is the premier SalesLogix partner delivering knowledge-based, technology-driven solutions enabling domestic and global clients increased efficiencies and effectiveness of sales, marketing and customer support teams.



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