



Synesis International is a full-service, multi-disciplined systems, operations, management, consulting, and integration firm.

Synesis provides a complete spectrum of planning, analysis, and design-to-implementation services for new facilities, product lines, manufacturing processes, distribution systems, and the full range of enterprise-wide information systems and software. Synesis has used SharePoint as a company intranet portal since 2001 and provided SharePoint Consulting and Solutions since 2004.

Project Goal

The main goal was to install a CRM solution to manage contacts, accounts and opportunities over the lifecycle of the sales and customer support process.



Synesis evaluated several different CRM Solutions and chose BPA CRM because of its flexibility and its SharePoint infrastructure. This allowed us to quickly configure a solution to meet our needs without custom programming.

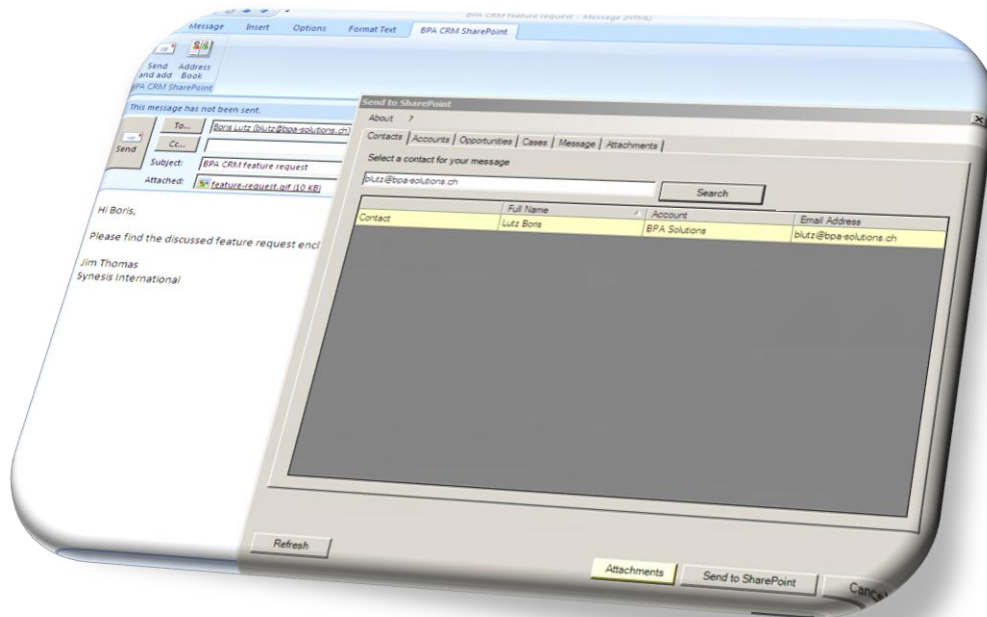
Installed Solution

The installed application is completely customized to Synesis' needs and tracks the customer interaction process for the entire sales lifecycle.

BPA CRM is closely integrated with Microsoft Outlook and Office. Synesis users can easily track emails, log calls and manage meetings. Automatic email alerts notify the appropriate user on their related activities.



The BPA CRM Outlook connector is flexible and feature rich -- This flexibility allows us to more thoroughly define and document our Outlook based interactions for more effective follow-up.



Results

The solution “went live” less than two weeks after initial installation. User training and adoption was very rapid.

About the Project



We have used several CRM solutions in the past. BPA CRM is the most flexible, easy to use CRM solution we have seen. It was also very easy to import our existing data. We were able to move several years of information from Microsoft Dynamics CRM in less than a week.

Next Steps



One of our decision criteria for BPA CRM was the ability to support Customer Service. We will roll out this capability to our users over the next few months.

Conclusion



BPA CRM allowed us to extend the reach of our existing SharePoint based intranet/extranet using familiar Microsoft Office SharePoint infrastructure and technology. This reduced our implementation and training time and allowed us to leverage our existing investment in SharePoint. In addition, we got a world-class CRM solution.

<http://www.synesisintl.com>