



# Ab Ovo are ready for ambitious growth thanks to structure provided by Microsoft Dynamics CRM

## CASE AB OVO INTERNATIONAL

### MOTIVATION

- ✓ No insight into sales activities
- ✓ Lack of structure
- ✓ Inefficiency

### SOLUTION

- ✓ Microsoft Dynamics CRM

### BENEFITS

- ✓ Insight into sales activities and results
- ✓ Well co-ordinated sales activities
- ✓ Savings of (at least) 16-24 hours of manual work per month
- ✓ Increased efficiency

Ab Ovo International, a provider of advanced planning and scheduling IT solutions to the rail, maritime & logistics market, has strongly increased their sales activity. The company now has more control over its sales projects, together with greater visibility and improved structure.

### AMBITION GROWTH

Ab Ovo was founded in 1997 and has since evolved into a leading player in its industry. The company now has 110 employees distributed over offices in Amsterdam, Rotterdam, Düsseldorf, Stockholm and Shanghai. "We are growing pretty quickly," says Hugo de Valk, Business Development at Ab Ovo. "Our target is to grow the business by 300 percent in six years. We have always possessed the drive and opportunities required to realise this ambitious growth. However, the structure needed for this, is new. Previously three people from the same business unit might visit three different lo-

cations of the same large company within a two week period, without them knowing this from each other. It became clear that we really needed more efficiency and improved structure in our organisation".

### STRUCTURE IN SALES

Ab Ovo looked for one central system in which they could register all of their contacts, with which they could obtain more insight into their pipeline and make the internal and external communication regarding sales process run more smoothly. "Without structure, sales progress would be discussed off the top of our heads, from our mailboxes,

loose papers and Excel spreadsheets," says De Valk. "We were already using a few Microsoft solutions, like Office 365 and SharePoint, with which we were very content. Thus, our choice for Dynamics made sense." After doing some research, Ab Ovo selected HSO to be their partner. "HSO and Ab Ovo fit well together, we had a connection. The communication was clear". He continued "also, I appreciate the extra efforts made by HSO during the preliminary phase very much, like us visiting another HSO customer for a reference."

### **LIVE IN 3 MONTHS**

The implementation of Dynamics CRM by HSO was realised very quickly. The contract was signed in September, and the system went live in the first half of December. HSO provided a standard implementation, after which Ab Ovo carried out as much configuration as possible themselves, and HSO supported them on demand. "Everything happened very structural and in accordance to the agreements. Even our own, internal project stayed perfectly within our set time and budget," says De Valk proudly. Because Ab Ovo provides IT solutions, they are equipped with the IT knowledge needed for the implementation of the CRM system. "Of course, we needed help with the configuration of some things, but we were able to do a lot of work ourselves. HSO managed to find the right balance for us, which in turn ensured that no unnecessary working hours were reported. We rolled out the project in small steps. We went live after the configuration and gave access to the first group of key users. Subsequently, the second group of users from Germany and The Netherlands were added."

### **WONDERFUL RESULTS**

"We eliminated Excel with a big bang. Every piece of information is now centralised in the CRM system. It is a whole different way of working, but it's going well. After just two months and with fifteen staff using the CRM system, the results were immediately noticeable for executives, business developers, business unit managers and account managers."

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BUSINESS DEVELOPER

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Just preparing sales meetings saves me one to two full days a month already, and it saves four other people a quarter of a day. Add this up and you save three working days a month worth of man hours." Dynamics CRM did not only yield results in terms of time management. De Valk continues: "We have already had a lot of new insights thanks to the CRM system: we can now experience what our hit rates are per industry, which leads have a higher scoring chance and what our sales pipeline looks like. We can work so much more targeted now, we are more informed and we can enter conversations with our customers and prospects with much better timing."

### **READY FOR THE FUTURE**

That Dynamics CRM has generated a lot of benefits for Ab Ovo is clear. But De Valk sees more: "The system is centralised in The Netherlands. From there, we can rollout to China and the US in the future. In the near future, we are going to integrate SharePoint and a helpdesk solution with CRM. Furthermore, we are working to make CRM accessible from mobile devices. I noticed that CRM really is a prerequisite to realise growth and to structure sales activities. We have laid a solid foundation on which we can realise our ambitions."