SuperOffice is the cornerstone of sales management

"

SuperOffice is the core of our sales management. Everyone has access to all our data and that makes it easier to take over someone else's customers, for example. The value of the software became very apparent in a major restructuring of our sales areas.

Michael Laursen, Technical Manager, Amada

AMADA®

Rapid growth over a number of years meant an increased demand for more efficient use of CRM. As an added bonus, Amada experienced improved competitiveness as integration between business systems grew.

Amada (formerly Dansk Plade Team) has been at the cutting edge of manufacturing for more than 60 years. Over the past five years, the company has seen major growth through its acquisition of a large number of businesses.

Greater demand for CRM
Amada has used SuperOffice for more than ten years. In the beginning, the standard version of SuperOffice was sufficient for this Danish company. But as the business grew, so did its requirement for enhanced and more efficient use of CRM. In addition to Denmark, Amada uses SuperOffice in its offices in Norway and Sweden.

Cornerstone of sales management
From the beginning, SuperOffice has been the focal point of the company's sales force as all information on contact data, sales, projects, promotional activities etc. is gathered simply and clearly in a single place. In recent years, the company has seen an increased interest in the CRM system and is now really reaping the rewards of its

hard work. "SuperOffice is the core of our sales management. Everyone has access to all our data and that makes it easier to take over someone else's customers, for example. The value of the software became very apparent in a major restructuring of our sales areas. And we have become much better at working with pipeline and sales follow-up," says Technical Manager Michael Laursen from Amada. Concare IT has been involved from the start and has been an important sounding board for Amada.

Integration increases competitiveness
To ensure that the enhanced use of SuperOffice continued and to get more customer information into the database, new options and features have regularly been added, e.g. integration with Visma means that employees have direct access to machinery catalogues. This gives employees a quick overview of all machine data. "Integration means that our employees only have one location in which to update information. Previously, we used spreadsheets and worked in several systems. This is a great improvement," says Michael Laursen.

Improved internal workflow
Synchronisation with Visma also ensures an overview of orders and invoicing history. Customer data are simultaneously syn-

chronised between Visma and SuperOffice. "Both features have improved our internal workflow and are completely indispensable in our day-to-day tasks," says Michael Laursen.

SuperOffice Pocket
Amada has also benefited greatly from SuperOffice Pocket which uses a smartphone or tablet to give everyone in the sales department access to all their usual data and tools.

The Amada Group is a market-leading international manufacturer offering its customers turnkey solutions of machinery, tools, software, service and spare parts.

Results

E
— Clear overview of data accessible to everyone
— Enhanced competitiveness with integration between software
— Continuous synchronisation of key figures and order history

SuperOffice®