

Hitachi Solutions

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Challenges

- Separate CRM and marketing automation systems
- Multiple platforms caused data redundancy issues
- Delays in information transfer between systems led to inefficiencies and client dissatisfaction

Solution

- Integrating ClickDimensions with Hitachi Solutions' existing Microsoft Dynamics CRM platform
- Increasing communication with customers through landing pages, forms and surveys
- Sharing data and analytics between sales and marketing

Benefits

- Sales and marketing are working from the same platform, eliminating redundancy
- Increased follow-up with leads
- "Unprecedented success" with the level of insight and actionable information provided through the integration of Microsoft Dynamics CRM and ClickDimensions

Hitachi Solutions is a leading provider of global industry solutions and services based on Microsoft Dynamics AX and Microsoft Dynamics CRM. They were named Microsoft Dynamics CRM Partner of the Year in 2011. The company provides value-driven services throughout the IT life cycle from systems planning to systems integration, operation and maintenance.

Timing Is Everything

As a Microsoft partner, Hitachi Solutions' sales team was utilizing Microsoft Dynamics CRM to manage their accounts. However, their marketing team was operating from an external marketing automation system. When the marketing automation system would generate a lead, often it would take a long time for the lead to get into Microsoft CRM for the sales rep or account manager to take action. According to Jon Petrucelli, Hitachi Solutions' Senior Director, CRM Practice, "that created some client dissatisfaction and actually impacted some deals quite a bit. Timing is everything, and if you miss that window then you're just not going to typically get a call back or get a response back from the lead or the prospect or the customer."

In addition, because data was being stored in two systems, redundancy was a serious problem. Sales information was being stored separately from marketing information. This parallel processing limited Hitachi Solutions' ability to analyze data and reach their full potential as a professional sales and marketing organization.

The company sought a solution that could unite their sales and marketing systems, eliminate redundancy and increase meaningful contact with their customers and leads.

Choosing ClickDimensions

When considering marketing automation systems, ClickDimensions rose to the top of the list because of its seamless integration with Microsoft Dynamics CRM. A 100% software-as-a-service (SaaS) application built on the Microsoft Windows Azure platform and built into Microsoft CRM, ClickDimensions was the perfect solution for Hitachi Solutions to eliminate redundancy and track their prospects from click to close.

"ClickDimensions is very intuitive and very easy to use because it works exactly the same as Dynamics CRM," says Petrucelli. "It's a powerful tool



"We're now able to communicate with more of our community, with more of the people that are interested in the kind of offerings that we have and the kind of knowledge that we want to share."

Jon Petrucelli
Senior Director, CRM Practice
Hitachi Solutions

because it allows us to use our native data that's in our Dynamics CRM system. And by that data I mean accounts, leads, contacts."

ClickDimensions' data is stored within Microsoft CRM entities, so marketing data can be used just like any other Microsoft CRM data. Reports, advanced find views, workflow processes; all CRM functionality is available to Hitachi Solutions through one platform. Hitachi Solutions' marketing data is now seamlessly connected to their sales information.

After an easy implementation process, Hitachi Solutions' began to see results right away from ClickDimensions' landing pages, surveys, forms and associated analytics. "The landing page creator and publisher is excellent – very easy to use and very intuitive," says Petrucelli. "The document storage, document URL and downloader analytics [are] outstanding. We use [those] quite a bit."

ClickDimensions' Lead and Contact profiles show each visitor's score as well as the individual web and email events that indicate interest and intent, allowing Hitachi Solutions' sales team to take advantage of marketing insights that were unavailable to them before.

"Unprecedented" Success

According to Petrucelli, the ClickDimensions deployment at Hitachi Solutions has been a huge success. "It's unprecedented the level of success we've had," he says. "When a lead is created, follow up will happen. It's 100 percent – it's double, triple, a thousand percent – better. I really don't know how to quantify that... It's just a better solution, period."

With Hitachi Solutions' sales and marketing data integrated into one platform, both teams are able to access information, run reports and make better informed decisions. Redundancies have been eliminated and there is no lag-time between a visitor submitting a web form and the salesperson receiving valuable information about the lead.

This seamless integration has proven ClickDimensions' value over the competition. "We gained a lot functionality and a lot of actionable features and information when we moved over from a large-scale, tier-one provider to ClickDimensions," says Petrucelli. "So, to me, that's a tremendous value. When you're paying less for something and getting more out of it, that's pretty amazing."



Visit www.clickdimensions.com to learn more about how our solutions can help your organization.