



# GROWING GLOBALLY WITH CONNECTIVITY IN THE CLOUD



## OVERVIEW

- **Manufacturer of conveyor belts**
- **Serving 150 countries worldwide, with 2,400 employees**
- **A growing need to manage customers effectively**
- **A robust CRM solution from Outsourcery**

**[www.ammeraalbeltech.co.uk](http://www.ammeraalbeltech.co.uk)**

Established in 1950, Ammeraal Beltech is a world-leading manufacturing company that specialises in the production of conveyor belts for the development of products across a wide range of market sectors, including food, automotive and textiles.

Operating in 25 countries and distributing products to a further 150 worldwide, Ammeraal Beltech operates seven production plants and 80 fabrication centres, with sales representatives serving local customers tailor-made solutions. Ammeraal Beltech's Head Office is in the Netherlands and the company employs a total of 2,400 individuals, with 125 UK-based employees.

## STAYING CONNECTED IN AN EXPANDING TEAM

As Ammeraal Beltech works with employees and customers across the globe, efficient communication and the ability to share information easily is a key requirement for the successful day-to-day running of the business. This is a

complex process which has presented a challenge for the business historically, due to an infrastructure which has grown both organically and through acquisition.

Prior to approaching Outsourcery, Ammeraal Beltech was using a single server to help external sales teams to share information. This was no longer providing the level of performance and efficiency required for a smooth-running business.

Roger Riggs, IT Manager at Ammeraal Beltech, explains: "We were initially managing our system with an individual server that was used for different functions within the business. This was proving to be a problematic process that needed to be improved. With employees working from multiple locations, sharing information and communicating has been difficult.

"The international diversification of the company means that sharing and disseminating information between employees and customers is key to everyday business. When providing a service for a customer, the sales team needs to be in regular contact with them at every stage of the sales cycle, particularly when there is a complex product request which demands the attention of team members across different locations", Riggs explains.

With the key objective being to improve productivity and drive efficiencies when sharing information, Ammeraal Beltech wanted to continue using their incumbent Dynamics NAV ERP system for the management of business processes, whilst syndicating with a cloud-based CRM tool in order to increase business performance.

**We knew that a hybrid cloud solution would enable us to manage all functions efficiently, thus improving communication and productivity during the process of engaging customers and ultimately making a sale.**

**Roger Riggs, IT Manager**

# THE OUTSOURCERY SOLUTION

## CRM INTEGRATION

After initial investigation, Ammeraal Beltech decided that Outsourcery could provide the most suitable option for a migration to the cloud, as Outsourcery offered an interface between the existing Microsoft Dynamics NAV ERP system and cloud-based Dynamics CRM 2011, creating the infrastructure it needed. Riggs explains: "Due to our specific requirements for a CRM cloud resource, we knew that Outsourcery's CRM solution, syndicated with our existing Microsoft Dynamics NAV ERP system, would provide a high level of service to drive performance and efficiencies throughout the business."

## FASTER DELIVERY OF INFORMATION

Outsourcery's hosted Dynamics CRM is based on Microsoft software and built on Outsourcery's O-Cloud platform, which uses best-of-breed HP technology. This enables faster delivery of information between employees and customers working across multiple locations. Cloud-based CRM offers an assessment of customer behavior through a 360-degree view of all business interactions, providing the user with all the information needed to improve future service and performance. Outsourcery is well-positioned to offer this solution, as both a Microsoft Partner with eight competencies including Gold CRM and a member of the Microsoft Cloud OS Network. In addition to Dynamics CRM, Outsourcery offers a broad range of other cloud-based Microsoft solutions, including Unified Lync, Exchange and Office 365.

## MANAGING MULTIPLE FUNCTIONS

Riggs states: "We chose hosted Dynamics CRM because it offers a single source from which to manage customer relationships regardless of what office an employee is working from, negating the need for a myriad of servers to manage different functions. The syndication between Dynamics CRM and Ammeraal Beltech's incumbent Dynamics NAV CRP provides the perfect platform from which our sales teams can manage functions efficiently."

# SEAMLESS INTEGRATION

## SPEEDING UP PROCESSES

"Outsourcery has provided us with a solution that meets the needs of our customers and enables us to operate the sales division of our business effectively. With a valuable professional services offering and dedicated training, we have been able to get up to speed with the new system quickly and in the three years that we have worked with Outsourcery, we have always benefitted from the support available", Riggs says.

Using Outsourcery's CRM as a single customer relationship management resource, syndicated with Microsoft Dynamics NAV CRP, has enabled strong connectivity with customers and employees, significantly improving the process of sharing information, and since implementation we have seen sales rise year-on-year.

**Roger Riggs, IT Manager**

"The interface between our new systems, supplied and managed by Outsourcery, has provided an increase not only in the overall performance and efficiency of the business, but also in the quality, consistency and effectiveness of the information that is shared. Using Outsourcery's O-Cloud platform to manage all Ammeraal Beltech's technical functions within the sales division, we are now able to concentrate on other areas of the business, in order to further increase overall business performance", Riggs concludes.



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THE CLOUD EXPERTS