

HITACHI
Inspire the Next

Absolute Software Success Story

Absolute
Software

 **Hitachi Solutions**

Absolute[®] Software

CUSTOMER PROFILE

Absolute® Software (TSX VEN:ABT) is the leader in PC Theft Recovery and Secure Asset Tracking™ with more than 500,000 subscriptions under management. They provide organizations the ability to track their computing assets, deter computer loss, reduce incurred liability costs and increase productivity.

INDUSTRY

Technology

LOCATION

Vancouver, BC

Dynamics CRM

ABSOLUTE SOFTWARE ACHIEVES EFFICIENCY WITH THE IMPLEMENTATION OF MICROSOFT DYNAMICS CRM

Business Situation

Absolute Software sought a new CRM solution that presented a low total cost of ownership (TCO) and provided robust performance. For Absolute to invest in a new CRM solution it was important that the application was proven in their market, enabled them to leverage their existing investment in Microsoft, and help streamline their sales, marketing and service operations. Absolute required a solution that would allow them to not only share information with ease, but integrate seamlessly with all their other line of business systems including the Microsoft Office suite.

Solution

Hitachi Solutions Canada (formerly known as Ideaca) worked with Absolute to implement Microsoft Dynamics™ CRM 3.0 to better share information and streamline sales and marketing efforts. Hitachi Solutions delivered a solution that maps Dynamics™ CRM to Absolute's key business processes benefiting their different user groups as well as their customers. Dynamics™ CRM provides an opportunity and activity management foundation for Absolute to work with forecast models quickly and effectively, and be more proactive with their customers versus reactive.

Benefits

RAPID ADOPTION:

- Unlike Absolute's previous systems which suffered from low user adoption, Dynamics™ CRM has been enthusiastically embraced by all end users, in particular the sales department. A key reason for this is the fact that Dynamics™ CRM is tightly integrated with other Microsoft programs such as Outlook, Word and Excel.

"Ideaca truly understands our business and we are pleased to have them as a strategic partner, leveraging their CRM expertise to ensure future success."

-Risa Zaleski

Director of Operations, Absolute Software

EASIER INFORMATION SHARING:

- With Dynamics™ CRM, Absolute Software has accomplished its goal of having a system that allows for easy information sharing across the organization. Through the utilization of Dynamics™ CRM, Absolute's sales and technical support departments now share critical information and have forged a closer, more efficient relationship. For instance, by integrating information from Microsoft CRM into the company's internal defect-tracking system, Absolute's Technical Support and Sales professionals can see precisely where in development a certain defect is—which was not possible with the company's previous system.

STREAMLINED MARKETING EFFORTS:

- With the arrival of Dynamics™ CRM, Absolute's marketing staff now has the ability to track sales leads and the ROI associated with the company's marketing campaigns and trade shows; activities that were difficult to quantify using the company's previous system. This allows for faster follow-up and more efficient marketing efforts.

A thick red diagonal bar pointing towards the bottom right, set against a dark grey background.

“Ideaca truly understands our business and we are pleased to have them as a strategic partner, leveraging their CRM expertise to ensure future success.”

-Risa Zaleski

Director of Operations, Absolute Software