

Customer Case Study

3Dconnexion Boosts Marketing Efficiency with Sugar and Increases Leads 700 Percent in Three Years



3DCONNEXION

Challenge

- Employed a variety of systems, including Salesforce.com, Outlook and individual country CRM solutions, to manage global sales and go-to-market processes
- Wanted one CRM solution to establish a central, standard platform
- Required integration with e-commerce operations, channel partner web portal, and content management system

Solution

- Selected Sugar for its ease of use and customization
- Integrated over 10 applications including PayPal, Google maps, TYPO3 content management, e-commerce platform, and partner portal
- Customized Sugar to support and map technology and behavioral changes to sales, marketing, and support group processes

Results

- Delivered a 700-percent increase in lead generation over three years through integration with Evalanche email marketing software
- Generated 4,000 Facebook followers in one month from a single email campaign
- Simplified IT infrastructure, reduced the number of business systems required from seven to one, and lowered support and integration expenses
- Shortened sales cycles, refined account management, and improved the accuracy of report data for forecasting and analysis

Delivered a **700% increase**
in lead generation over three years



The use of our SugarCRM platform within our strong network of partners and external service providers is the highlight of our solution. It provides a consistent customer experience regardless of how the customer interacts with 3Dconnexion.”

Raik Brauns, Online Marketing Manager
3Dconnexion GmbH

Industry: Manufacturing

Profile: 3Dconnexion is the leading provider of 3D mice for design and visualization professionals.

Website: www.3dconnexion.com