

Rodobens Implements Sugar and IBM to See the Entire Customer Story

 Rodobens

AFTER MORE THAN A HALF-CENTURY OF PROFITABLE EXPANSION, RODOBENS WAS CHALLENGED BY ITS OWN SUCCESS.

Starting as a Mercedes-Benz truck reseller in 1949, Rodobens founder Waldemar de Oliveria Verdi moved into consortium buying for vehicles and then into home construction. Next came insurance sales, banking, auto dealerships, farm equipment sales, and car and truck rental and leasing agencies.

By 2010, Rodobens was ranked as one of the 100 largest conglomerates in Brazil, with more than 4,000 employees and 3,000 points of sale.

Since its founding, customer service had been a pillar of the Rodobens business model, but as the company grew, leaders recognized the company only knew its customers generically: they bought Mercedes or Toyotas or Michelin tires, or they were businesses that needed short-term loans during cash flow ebbs.

Every business unit had huge customer data. But it was siloed in separate databases and systems. Perhaps the small business operator working on that bank loan also needed to look at vehicle leasing.

Rodobens wanted customers for life, so it set about understanding the life of its customer — by creating a single view.

ABOUT RODOBENS:

Rodobens is a conglomerate that operates seven business units, including automotive sales, leasing and rental, farm machinery sales, insurance, and banking.

Headquarters:

Sao Jose do Rio Preto, Brazil

Customers Include:

Major industrial and financial customers and consumers throughout Brazil

Founded: 1949

Website: www.rodobens.com.br

Partner: Triscal



CHALLENGE: Implement a business management solution that achieves transparency across the seven business units and provides a complete view of customers throughout the companies; drive growth by capitalizing on this synergy and improving business management processes with a single Customer Relationship Management solution.

SOLUTION: Sugar Enterprise, hosted on-site, with IBM integrations.

RESULTS: Although Rodobens is young in its Sugar/IBM implementation, it is looking forward to combining Sugar's versatility and ease of use with IBM's marketing automation offerings to create a complete picture of customers across its business units and take advantage of possible sales and service synergies.

A BUSINESS TRANSFORMATION SOLUTION

With that goal in mind, Rodobens turned to trusted solutions providers in IBM, for its business management model and marketing automation offerings, and SugarCRM for a Customer Relationship Management solution that could handle the diversity of the various business units and easily integrate with IBM and other business applications.

The transformation is under way, thanks to Sugar, says CRM Director Samara Brizante, a veteran of customer relationship management:

"We want to know who the customers are, exactly what they want, what is important to them, who their relationships are, how much each one spends with us, and what the contribution margin of each customer is.

"The challenge in becoming a customer-focused company," she says, "is to provide unique customer satisfaction based on a 360-degree strategy and to monitor the results easily, using the best infrastructure and system architecture."

"Sugar will be the integrated touch-point with our customer, the main place where our customer relationship strategy will be possible."

Samara Brizante
Rodobens CRM director

"Rodobens believes that ease of use will make it the ideal solution to replace more than 100 systems that currently interact with customers."

Samara Brizante
Rodobens CRM director

CUSTOMIZATION & INTEGRATIONS

INTEGRATIONS

- **PureData:** Delivers automated pattern-based deployment and management of highly reliable and scalable database services.
- **Cognos:** Business intelligence software.
- **SPSS:** Predictive analytics software.
- **Unica:** Marketing automation application that helps optimize cross-channel marketing and performance.
- **Silverpop:** Email marketing and automation solution for customer campaigns.
- **ODM:** Helps manage and automate repeatable business rules, events and operational decisions that impact business performance.

SUGAR AND IBM PROVIDE THE CUSTOMER LENS

Rodobens believes that ease of use will make it the ideal solution to replace more than 100 systems that currently interact with customers.

The IBM solutions – PureData, Cognos, SPSS, Unica and Silverpop and ODM – will feed into Sugar, providing a complete picture of each customer: their preferences, patterns and potential up-sell or bonus opportunities.

“We believe Sugar is flexible enough to recognize our customers and interpret the best product basket that will make the customer happiest and that will permit the biggest contribution margin possible at that moment,” says Samara.

“After our current project we will not only recognize them, but we will be able to use what we have best to promote a natural, healthy and sustainable repeat customer business,” she says.

SOLUTION PARTNER: TRISCAL

Rodobens' customized Sugar deployment has been developed, implemented and is managed by Triscal. Founded in 1992, Triscal provides business solutions for customer relationship management, business intelligence, enterprise resource planning, outsourcing and governance

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Rodobens CRM director

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