

Case Study

ERAI's Profile

- **Nationality:** French
- **Foundation date:** in 1901 (a Law association); in 1987 (following Rhone-Alps regional council's idea)
- **Location:** Lyon (head office)
- **Service:** international promotion of business activities in the Rhone-Alps region
- **Focused on:** helping local SMEs to simplify their international development and to attract investments flows towards Rhone-Alps region
- **Offers:** a semi-public organization, based in several countries, with a good economy such as India, China, Italy, Spain, Poland and even the powerful examples of United States, Japan, Germany and Canada. With its 9 antennas distributed all over the world, the company has today an international position and a strong added value.



In 18 years, more than 3 000 SMEs from Rhone-Alps, have successfully developed their activities internationally thanks to ERAI.

Learn more about ERAI : <http://www.eraï.org>

ERAI's challenges

Objectives: to deploy a system capable of internally centralizing the information. The big challenge was how to remotely share and organize data in several languages.



This new tool must allow people in charge to:

- have a global overview of the presentations sent to companies

make mailing campaigns within the framework of their external communication actions (specially regular newsletters).



ERAI's Solutions

ERAI has chosen **INES.SalesForce**, the perfect solution for sales teams (before and after sale).



A full overview of customers and prospects

- With INES.SalesForce sales teams are able to manage **all useful information** in the sales forecasts and actions (access to the commercial database, access to a base containing files and related documents...)
- This tool guarantees a complete business follow up in real time.

Reduce Sales Cycle:

Automatically create and send, via e-mail or fax, **quotations and business proposals that have been made business proposals**, thanks to the easy access to the catalog of products and services.

- Documents can be sent from any computer, laptop, or Pocket PC with an Internet connection, **directly to customers**.
- **Share Information among internal teams** to give customers a customized and useful answer. With Thanks to INES.SalesForce, representatives spend more time selling than administrating.

ERAI has also deployed **INES.MarketingManager** (a complete solution to manage marketing campaigns)

INES.MarketingManager's characteristics:

- Plan the **actions to share the information** (sending of newsletters),
- **Segmentation and multi-criteria targeting** of commercial and marketing database,
- Fast creation of campaigns' supports (customized e-mailings with HTML format),
- **Automatic transfer** of sales force tasks and actions to the company's teams,
- **Real-time and automatic update** of the marketing & business database,
- **Statistics and specific dashboards** follow-ups.

ERAI's start-up process

1) Internal harmonization of data

After recovering the existing ERAI's information from the old tool, **INES was in charge of harmonizing internal database and importing all this information to the new database.**

2) INES' start up process itself

The deployment of INES within ERAI was progressive. Indeed, the integration of the system was first of all carried out with the Export team in Lyon. A short *in situ* training was provided to guarantee a fast and optimal use of the tool by all the staff. Each antenna was later equipped in order to share the common and collaborative database with the Export Service. On line trainings were then carried out for these teams.

Nowadays, ERAI is using INES solutions in French, English and Spanish.



Benefits obtained, according to Jean-Luc SOST – ERAI's CEO

Company's benefits

- Harmonization of information,
- A better visibility of all the services provided,
- Traceability on marketing campaigns,
- Improvements in business response.

Staff's benefits

- Easy-to-use tool,
- saving of time when accessing files,
- A better organization.

"The deployment of INES allowed us to harmonize our information. Today, we have a better visibility of all the services provided by our antennas, as well as a traceability on our marketing campaigns".

Jean-Luc SOST - CEO ERAI