

## Case study:

### Nikon's profile

- **Nationality:** Japanese
- **Foundation Date:** 1917
- **Industry:** development and manufacture of optical instruments
- **Focused on:** improvement of technologies and production skills in relation to optics, precision technology, optoelectronic devices and digital imaging equipment
- **Offers:** the best know-how, experience and ability, all over the world.



Learn more about Nikon : <http://www.nikon-instruments.com/index.html>

### Nikon's challenges

**Objectives:** find a collaborative sales force management tool that would enable the members of the company to manage their contacts, forecasts and businesses, as well as updating the information in real time.

#### Desired characteristics of the tool:

- Easy-to-use
- Accessible from everywhere

Previous experiences: server solution that involved regular synchronizations, thus the information became obsolete very quickly.



### Nikon's solutions

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



#### A full overview of Nikon's 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 an **updated, secure and coherent** information.



### Reduce Sales Cycle

- Use shared diaries, appointments, tasks, memos... to save time.
- Share Information among internal teams (ADV, SAV...)... to give customers a customized and useful answer. Thanks to INES.SalesForce, representatives spend more time selling than administrating.
- Have an easy-to-use, efficient and fast tool for business management that includes a full overview of business in progress.

### Real-time business management

- **Resources organization:** distribution of customers and prospects accounts among its representatives without forgetting the creation and management of territories.
- **Individual and team objectives** defined by product, service, turnover or margin.
- **Follow-ups of team's activity indicators** related to your customers and prospects, calls statistics, number of visits, quotations, list of current businesses.
- Follow-ups of results and forecasts, list of obtained businesses, turnover and margin, list of current businesses, associated dashboards.

## Nikon's start-up process

### 1) Data recovering

After recovering the existing business data from the several tools used by Nikon, INES has imported all this information to the Nikon's new database.

### 2) INES integration

INES deployment was very fast. Actually, after a quick and complete training process in situ, representatives have quickly handled the tool and they were able to use the application in a right way. « Only 3 weeks were held between the first work meeting and the daily use of INES » stated Philippe RIDEAU, Sales Manager of Nikon Division Instruments.

Nowadays, INES solutions are used in Nikon Instrument division in notebooks, at the office and in mobile devices via a GPRS card.

## Benefits obtained, according to Philippe RIDEAU – Sales Manager

### Thanks to INES solutions, the company has

- Improved its business response.
- Developed a better visibility of sales evolution.
- Managed to have clearer and updated information.

### Thanks to INES solutions, the company has

- An easy-to-use tool.
- An access to all the information at the office or even in mobility.
- A better communication between representatives and fixed departments.



"INES provides a better visibility of sales evolution, thus we can anticipate possible sales falls by adapting our marketing policy. But the most important is that this tool does not require any data-processing maintenance, nor for directors, nor for users".

**Philippe RIDEAU - Sales Manager, Nikon Division Instruments**