

Case study:

Novalto's profile

- **Nationality:** French
- **Foundation Date:** January 2001
- **Location:** Head-office in Savoy (FRANCE) and a branch office in Angers (FRANCE) open since 2005
- **Service:** allow those wage-earners working at companies employing less than 50 workers, to finally have access to the advantages taken from Works Councils as in big companies
- **Focused on:** its self-invented concept: "C.E.pourTous"
- **Offers:** adapt Novalto's solution to any economic sector (From parking to Molecular Biology laboratories; from boiler shops to software companies)



1000 SMEs and 13000 families are profiting now!

Many SMEs are Novalto's customers in all kind of activities.

Learn more about Novalto : <http://www.novalto.net/index.php>

Novalto's project

Novalto employs today 15 representatives in constant movement. Confronted with real problems of Information System access, data-sharing, this SME has chosen INES to improve piloting and commercial efficiency of sales teams.



Novalto's solutions

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



A full overview of Novalto'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:

- Create and send, via e-mail or fax, **quotations and bus automatically** 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.

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.
- Formalization and **management of sales** process including **individual and team objectives**, definition of key stages, management of short and complex sales cycles.

Novalto has also chosen INES.MarketingManager (a complete solution to manage marketing campaigns).

INES.MarketingManager's characteristics:

- **Plan the actions to generate demand** such as telemarketing, telesales and e-mailing campaigns,
- **Segmentation and multi-criteria targeting** of commercial and marketing database,
- Fast creation of campaigns' supports (customized e-mailings, scripting tool to draw up forms),
- **Automatic transfer** of salesforce tasks and actions to the company's teams,
- **Real-time and automatic update** of the marketing & business database,
- **Statistics and specific dashboards** follow-ups.

Novalto's start-up process

A fast deployment for an operational team: just 5 days!

1) Data recovering

After recovering the existing Novalto's information from the old tool, **INES has imported all this information to the new Novalto's database.**

2) Operative in a few days

INES solutions in ASP are deployed in only a few days. After sending the order, we just need the time to import data and transmit the new connection parameters to users: **just 3 days in the case of Novalto.**

3) Tailor's made training

INES is an intuitive and easy-to-use tool. Thus, it took the users of the application **only two days to get used to INES**, and just a half-training day for the account administrator. Because of Novalto's progressive recruitments, INES is always creating new users (in situ or on line).



Benefits obtained according to Sylvain BIANCHINI - Chairman

Company's benefits

- Improvements on its business response.
- An important gain of time in the whole process.
- Improvement on effectiveness in projects' follow-ups.
- An optimization of displacements.
- A better internal communication.

Staff's benefits

- An easy-to-use tool.
- Access to information before any appointment.
- Improvement on the effectiveness of workers, who can get all the information needed in an easy way and without any equipment problem.

"We had invested in a basic CRM solution. After expensive days of parameter settings, with incessant problems of synchronization and many software conflicts, we have particularly appreciated the fast deployment and the simplicity of using and administrating INES solutions. Today, the access and the sharing of our common information stimulate our commercial development."

Sylvain BIANCHINI - Chairman