



## Delmasa Systems Group

Delmasa Systems Group is a Toronto-based consulting company that specializes in the development, analysis and maintenance of PC and Mainframe systems. Having found success in the public sector, Delmasa is expanding to meet the needs of a broader client base. Delmasa's services include IT personnel placement, and their systems expertise allows them to ensure that properly skilled personnel are assigned to the right clients. Much of Delmasa's work has been with the Ontario Government in maintaining and enhancing large mainframe financial systems, which has led to major projects with several municipalities and financial institutions across the Greater Toronto Area.

## The Need for a CRM Solution

Increasing information requirements from a broadening client-base made it clear to Delmasa President and CEO Quito Maggi that the company needed to examine its customer care management system. "In our business, we have to communicate with clients on to use a sales methodology that did not fit their business. Luxor CRM is easily customizable so it can change as business requirements change, providing sales both sides of the IT industry," explains Mr. Maggi. "We have to meet the needs of employers looking for staff while also meeting the needs of applicants looking for work. Contact and campaign management are critical to our ability to effectively manage these disparate requirements."

## Luxor CRM

Delmasa spent several months evaluating various web-based sales force automation (SFA) tools, but frequently found that the applications only offered basic contact management capabilities and did not reflect Delmasa's workflow or sales cycles. After testing Atum Corporation's Luxor CRM solution, Delmasa's sales team was impressed with the ease with which it could be customized, and the way in which it handled the dynamic nature of the sales process. An online solution, Luxor CRM can be implemented rapidly and has built-in flexibility to provide a custom solution to every client. "We looked at Luxor CRM initially because of its powerful contact and opportunity management features, but chose it over UpShot and Salesforce.com because it was so easily customized to reflect our business' sales cycle and workflow. "We were looking to implement a CRM solution that would make Delmasa more effective - not something that would impose a cumbersome workflow on my sales teams, or change how our sales cycles work," notes Mr. Maggi.

With Luxor CRM, Delmasa automated their sales force, but was also able to easily identify market trends, view the sales pipeline in real-time and automate their marketing processes. With an industry-leading intuitive interface, Luxor CRM was so easy to learn that Delmasa's sales reps were able to begin using it with very little training, and increased their effectiveness almost immediately. With no annual contract or setup fees, Luxor CRM's affordable price made the decision even easier for Delmasa Systems Group. "Not only does Luxor CRM address the weaknesses of other CRM products on the market, it is the most affordable solution that we examined," stated Mr. Maggi.



*"The ability to customize and easily implement Luxor CRM has translated into a greater return on investment in a short period of time. Luxor is the clear choice for our company. Delmasa immediately noticed an increase in qualified leads, effective marketing campaigns and final sales thanks to Atum's innovative product."*

Quito Maggi  
President & CEO  
Delmasa Systems

### CRM Project Scope

#### Industry:

PC and Mainframe Technology Consulting

#### Number of Luxor CRM Users:

Five (5)

#### Timeframe for Implementation:

< 2 days

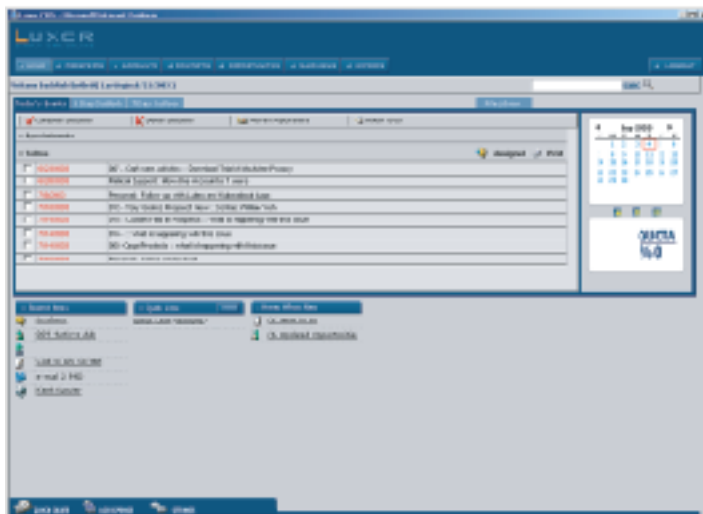
#### Benefits of Luxor CRM:

- cost effective, no annual contract
- speedy and affordable deployment
- customizable solution
- easy access to critical sales data

## Implementation

A web-based solution, Luxor CRM requires no investment in hardware or software, nor does it require any IT resources. With a simple Internet connection, Delmasa was easily able to fully implement Luxor CRM in just 2 days. "Our contact management capabilities improved immediately, giving us the power to develop highly targeted marketing campaigns," said Mr. Maggi, describing how quickly Delmasa realized the benefits of Luxor CRM. "Once Luxor was put into action, our sales team became proficient within a few days."

Luxor CRM offers an easy-to-use customizable sales cycle setup to better meet the unique needs of each company. This allayed Mr. Maggi's concern that the CRM solution would impose an inefficient workflow, or force Delmasa's sales team to use a sales methodology that did not fit their business. Luxor CRM is easily customizable so it can change as business requirements change, providing sales managers with the ability to create, modify and delete sales cycles as necessary. And because each new or modified cycle is instantly deployed through Luxor CRM, sales managers can be confident that their staff will always be following the most successful sales practices. Luxor CRM, Delmasa automated their sales force, but was also able to easily identify market trends, view the sales practises.



## Sales and Forecasting Reporting

With Luxor CRM's comprehensive and accurate reporting features, Delmasa's sales and management staff are able to generate easily customizable reports. These reports provide powerful real-time revenue forecasts, account and opportunity status, at-a-glance prospect and contact information and comprehensive activity and expense tracking. And the intuitive, web-based interface allows any Luxor CRM user to create custom reports on the fly.

Using Luxor CRM's powerful reporting features, sales managers at Delmasa have a continuous 30/60/90 day view of their forecasted revenue, can generate detailed, current sales reports with the click of a button, and are able to maximize their sales teams' time management strategies. "Our management procedures have also become more efficient thanks to the more accurate and comprehensive sales data that we can incorporate into our planning and decision-making," explained Mr. Maggi.



## Summary

Luxor CRM provides a richly-featured, customizable solution that is easy to use and quick to implement, enabling small and mid-sized businesses to reap the benefits of a full CRM solution for an affordable cost. Luxor CRM's accurate forecasting, comprehensive reports and ability to standardize best sales practices allow companies to quickly meet their SFA needs and grow with their business. An emerging leader in online CRM solutions, Luxor CRM is proving that a product that adapts to the needs of sales professionals will provide the best results in both customer satisfaction and bottom line sales success. "Luxor is the clear choice for our company," Mr. Maggi concludes.



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## About Atum

The Atum Family of Companies has been a leading provider of e-business solutions since January 2000.

With offices in located in Canada (Atum Corporation) and Turks and Caicos (Atum Limited), Atum develops products that enable companies to streamlinetheir business processes and increase their efficiency.

Atum provides a range of innovative hardware and software solutions from web hosting, design and development, CRM, SFA, ERP, ASP and other e-commerce applications. Atum is a Certified Microsoft Business Solutions provider.