

RPM Solutions Maximizes Revenue by Focusing on Opportunities That Deliver the Highest Returns



RPM Solutions Pty Ltd
Melbourne, Australia
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Industry:

Professional Services

Oracle Products & Services:

Siebel CRM On Demand

Key Benefits:

- Enabled company to devote resources to opportunities that deliver the highest returns
- Increased revenue by 100%
- Provided greater view of the whole business
- Ensured rapid deployment and easy-to-use functionality

“The skills shortage in Australia means we must make efficient use of the IT resources we have. We use Oracle’s Siebel CRM On Demand to identify opportunities that deliver the highest returns so we can maximize revenue on every consulting day.”
– Paul McLean, Chief Executive Officer, RPM Solutions Pty Ltd

RPM Solutions Pty Ltd is a Melbourne-based innovator in IT performance testing, monitoring, and management. Established in 1989, the private company provides consulting services to the engineering, finance, government, and telecommunications sectors.

“We help large companies maximize their return on investment in technology,” said Paul McLean, chief executive officer of RPM Solutions. “We run tests to mitigate IT performance and stability risks. Our testing services help organizations understand how their technology can be used at the optimum level.”

RPM Solutions was using a Microsoft Word customer relationship management (CRM) program to store client information, such as contact details and transaction history. The program, however, provided a limited view of the company’s client roster, and business and sales activities.

“Many of our clients have an integrated CRM application with thousands of users, so we were aware of the vital impact CRM can have on large businesses,” said McLean. “We wanted the benefits that such enterprise CRM solutions deliver. We also recognized the need to have an internet-based repository that was accessible from anywhere with no requirement to manage backups or perform upgrades.”

RPM Solutions ultimately selected Oracle’s Siebel CRM On Demand as the solution to help the organization move forward.

Packaged Versus Hosted CRM

RPM Solutions considered a range of enterprise-class solutions for small firms, and chose Siebel after seeing what the software was delivering for some of its clients.

“We found migrating to Oracle’s Siebel CRM On Demand a straightforward process. The solution was quick to deploy, and the easy-to-use functionality meant there was virtually no downtime during the transition process.”

Paul McLean
Chief Executive Officer
RPM Solutions Pty Ltd

“Managing cost is a key priority for us, and we found packaged solutions—though inexpensive—had ongoing service and maintenance costs that could be difficult to predict,” McLean said. “The hosted model with a monthly subscription fee offered a more structured payment method and safeguarded us from major additional costs that might be incurred in the future. The annual cost was roughly equal to one day’s consulting work for us so it was very easy to justify return on investment.”

RPM Solutions selected a free 30-day trial of Oracle’s Siebel CRM On Demand to evaluate the benefits of the application.

Gaining New Insight

Oracle’s Siebel CRM On Demand helps RPM Solutions to manage client information and to gain insight into the whole business. The hosted CRM offering delivers complete sales, marketing, and service functionality with embedded analytics for sales pipeline visibility.

Oracle’s Siebel CRM On Demand has built-in analytics that enable RPM Solutions to manage the sales pipeline and ensure that its sales representatives follow up on every lead. A pipeline graph can be produced in real time to show the various stages of the sales cycle for each client and prospect and where sales activity has been successful in the past.

“Oracle’s Siebel CRM On Demand has helped us adopt a more focused sales methodology,” McLean said. “Previously it was short-term and based to some extent on gut feel. With Oracle’s Siebel CRM On Demand, we know what our sales figures look like one to six months ahead, and, more importantly, we know where the gaps are so we can do something about it immediately.

“In addition, we are much more informed going into client meetings with information not only on the services we are delivering, but also on the client’s past transactions so we can up-sell and cross-sell complementary services,” McLean said.

Optimizing Resource Use

RPM Solutions has a loyal client base with a strong history of repeat business. Oracle’s Siebel CRM On Demand has allowed the company to take the personalized service clients receive to the next level.

The software allows the use of custom fields and reports that enable RPM Solutions to manage both the sales and service delivery pipeline, optimizing resource use by minimizing consultant downtime.

“While I configured Oracle’s Siebel CRM On Demand to suit the business, I also began completing fields such as revenue and number of employees, which I hadn’t previously considered,” McLean said. “With a little desk research, it was suddenly staring me in the face where my sales focus should be and where I could be cross-selling and up-selling services.

“In the first two months, Oracle’s Siebel CRM On Demand allowed us to target the highest value opportunities and better manage our pipeline, yielding a revenue increase of 100%,” McLean added.

Why Oracle?

“Oracle has incorporated 10 years of experience in enterprise CRM into the hosted offering, and it was clear early on in the trial that Oracle’s Siebel CRM On Demand could help us manage our business beyond areas we had previously considered. Also, being hosted on an Oracle platform offers security and benefits such as automatic back-ups, which wouldn’t have been possible with a packaged solution,” McLean said.

Implementation Process

RPM Solutions migrated information to Oracle’s Siebel CRM On Demand from MS Word over three weeks. The application was configured to support sales processes beyond those related to merely closing a sale. For example, RPM Solutions uses Oracle’s Siebel CRM On Demand to generate notifications if a customer fails to pay an invoice within a predetermined time frame.

“We found migrating to Oracle’s Siebel CRM On Demand a straightforward process. The solution was quick to deploy, and the easy-to-use functionality meant there was virtually no downtime during the transition process. We achieved benefits—such as increased visibility of the sales pipeline—almost immediately,” McLean said.

Headquartered in Melbourne, Australia, RPM Solutions Pty Ltd is a privately held innovator in IT performance testing, monitoring, and management for large multinational organizations.