



SPEEDING THE PACE OF INNOVATION WITH HELP FROM QUANTACRM METHODOLOGY

CUSTOMER

Intermolecular

- Industry: Semiconductors & Semiconductor Equipment
- Revenue: Approx. \$50 million

CHALLENGE

- Prior CRM customizations were pricey
- Forecasting required data capture
- Departments were duplicating efforts
- Traveling sales needed cloud CRM

SOLUTION

- Microsoft Dynamics CRM Online Professional
- Microsoft Dynamics CRM Online Basic
- OnTrack CRM Adoption System

RESULTS

- Easier, faster records searching
- Better sales team coordination
- Increased sales team efficiency
- Sales performance visibility
- Systematized prospect follow up

Intermolecular® (NASDAQ: IMI) is **INTERMOLECULAR®** the trusted partner for advanced materials innovation, which is vital for 21st century industries such as semiconductors, consumer electronics, automotive, and aerospace. With its substantial materials expertise, accelerated learning and experimentation platform, and information and analytics infrastructure, Intermolecular has a ten-year track record of helping leading companies accelerate and de-risk materials innovation.

Good decisions require good data, and that's where Intermolecular gives its partners a powerful competitive advantage – by using its proprietary high throughput experimentation platform to generate high quality and extensive experimental data in less time.

EXPENSIVE CUSTOMIZATIONS AND A LACK OF COMMUNICATION

Intermolecular had been using SugarCRM, customized to include revenue forecasting. However, due to new team hires and changing management requirements, Intermolecular needed to redo their customizations – an expensive and time-consuming process.

Intermolecular decided to remove revenue forecasting and the other customizations from CRM, relying on Microsoft Dynamics SL for the forecasts. This would allow them to remain on the current, most powerful version of their CRM, while speeding upgrades and reducing upgrade costs.

The CRM solution needed to focus on activity, updates, contacts, and prospects, while capturing data for future analysis, such as sources of their prospects and whether they originated from a referral, internal marketing, or somewhere else. In addition, Intermolecular needed to improve communication between departments. They required a cloud solution because their staff had moved out of the office and on to the road, so they could meet prospects and customers.

FLEXIBLE DYNAMICS CRM SYSTEM MEETS THEIR NEEDS

Intermolecular considered Salesforce during their search for a solution, but they decided on Dynamics CRM because several of the new team members had experience with the product and were confident it could meet their

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needs. Intermolecular also asked current Dynamics customers for experiential feedback.

Intermolecular found that:

- Dynamics CRM Online would capture necessary information regarding activity, updates, contacts, and prospects, providing them with required analytical data to improve sales processes and other operations.
- Traditional, source-code customization would be unnecessary, because Dynamics CRM Online's flexibility would empower them to add several custom fields, enabling highly specific data capture.
- Dynamics CRM Online would be capable of acting as a central repository of information, improving communication companywide.

Intermolecular purchased nine Professional and six Basic licenses of Microsoft Dynamics CRM Online, plus an OnTrack CRM Adoption subscription from QuantaCRM.

Dynamics CRM Online Professional is the recommended choice for sales teams. It provides licensed users with access to sales, service, and marketing capabilities for a significantly lower price than comparable offerings from other vendors.

Dynamics CRM Online Basic is designed for entry-level CRM users who need access to basic CRM functionality such as account, contact, lead, and case management. This license is also designed for business analysts who require reporting capabilities of Dynamics CRM.

The **OnTrack CRM Adoption System** is a structured approach designed to maximize ROI by first focusing on short-term success with the CRM rollout, and then focusing on ongoing progress with Dynamics CRM Online. OnTrack is a fixed-price subscription service that comes with a money-back guarantee.

GOOD ADVICE AND SUPPORT LEADS TO FAST IMPLEMENTATION

Intermolecular heard about QuantaCRM through Agile IT. Agile IT is a QuantaCRM partner and Tier Three member of the prestigious Microsoft Cloud Champions Club, sitting among the top 0.5% of the online services channel and recognized as a best-in-class Microsoft partner.

After interviewing three companies, Intermolecular chose QuantaCRM because they felt QuantaCRM best understood the services-only business model, in which each sale can be fairly different.

According to Alice Ng, Director – Business Management at Intermolecular, the Dynamics CRM implementation was smooth. Intermolecular got off to a quick start and, while initially skeptical of the internal timeline, the business development team was able to get up and running within 45 days. Afterwards, they were comfortable enough to start customizing fields and implementing standardized best practices. Now, Intermolecular is expanding CRM to other departments, beginning with marketing.

During implementation, QuantaCRM success coaches were very helpful, making frequent scheduled and unscheduled calls to ensure that operations stayed on track. Intermolecular now holds quarterly deep dives with QuantaCRM, in which they increase their ROI by focusing on particular, in-depth aspects of Dynamics.

INCREASED COMMUNICATIONS AND TRANSPARENCY IMPROVE EFFICIENCY

Prior to implementing Dynamics CRM, the business development team shared information over email, making searches difficult. Communications and materials are now stored in CRM, which helps Intermolecular's various departments to quickly find the information they need so they can **deliver improved customer service to happier customers**.

After implementation, Intermolecular also discovered that two of their business development members were talking to separate U.S. locations of a Japanese company. They **improved efficiency by coordinating** efforts.

Communications across the team have also improved, due to regular information updates in CRM. Ms. Ng can now pull weekly **status and activity reports** for management and marketing, and marketing can review these reports for prospect updates.

About QuantaCRM

QuantaCRM is a Microsoft Dynamics CRM Online and Microsoft Dynamics 365 reseller based in Chicago, providing national sales, consulting, implementation, training, and technical support to small and medium-sized businesses.

Visit www.quantacrm.com to learn more.

Contact QuantaCRM at sales@quantacrm.com or 844.244.6310.