

Case Study

Titomic

CASE STUDY

Titomic

Titomic drill into SuiteASSURED

CUSTOMER NAME:

Titomic

CUSTOMER DETAILS:

Victoria, Australia

ORGANISATION TYPE:

Mechanical/Industrial
Engineering – Public company

EMPLOYEES:

35 – 50 Employees

PROJECT GOALS:

- Centralised repository for all data that can be easily managed and segmented by role, including stakeholders.
- Single contact repository resulting in more efficient sales pipeline and opportunities.
- Enhanced evaluation of sales performance and enabling enhanced forecasting.

Managing Programmes Seamlessly with SuiteASSURED

Titomic is an industrial-scale additive manufacturing company based in Melbourne, Australia. Established in 2014, they provide a range of end-to-end production services from R&D to prototyping, OEM production and machine sales.

Titomic required a CRM platform that could scale with their business and would empower them to make more informed business decisions. The system needed to support several tasks such as effectively managing their customer interactions whilst also enabling them to evaluate and forecast their sales performance. The CRM was required to be designed in a way that allowed it to be implemented effectively across both Partner and Reseller networks.

The Challenge

Titomic wanted to implement a CRM system which would enable all employees within the organisation to have access to the environment within their defined roles, allowing access as needed. This would enable the full workforce, including stakeholders to have access to a 360-degree view of the business and all processes associated with their customers to maximise their sales opportunities. This was seen as a crucial tool in allowing all parties to have access to the system, thereby increasing engagement as well as driving increased value from their business data. The new CRM would also be utilised for recording vital business customer interactions, creating and tracking marketing campaigns, and providing an overall enhanced service for their customer network.

Key Problem Solved

We worked with Titomic delivering Requirement Workshops to the key stakeholders. Once the requirements were identified, we began to develop the key functionality for their customised SuiteASSURED instance with the intended customisations for each program.

- **Centralised system:** Created a single repository for all Contact information and documentation across the full organisation with multiple permission levels allowing Titomic to build enhanced customer relationships.
- **Secure solution:** SuiteASSURED was implemented for Titomic as a security measure to ensure their business data is always in the safest place. The solution is subject to regular vulnerability scanning and penetration testing by the internal product development team and by independent, accredited third party security partners, giving them peace of mind.
- **Automation of business processes:** Titomic required a solution that would allow them to maximise their sales opportunities by automating lead generation from website forms.
- **Strategic solution:** Implemented a solution that provides Titomic with the opportunity to track projects and opportunities logged within the CRM allowing them to maximise sales.

- **Reporting solution:** We created a system that would allow Titomic to easily analyse and evaluate their sales performance and forecasting.

Titomic now have a high quality configured SuiteASSURED CRM system which is tailored to their unique requirements allowing them to capitalise on sales opportunities to ensure continued future success.

SuiteASSURED is a fully supported, discrete build of SuiteCRM, created to provide warranties, support and total peace of mind to enterprise-class customers and other large organisations engaging with Open Source Software.

“We selected SuiteASSURED as it met a number of our criteria with regards to data ownership, data security and server locations as well as the fact that the customisations and data remained the property of Titomic. The SuiteCRM team are exceptionally responsive, friendly and competent and the time zone differences, although requiring consideration with regards to meetings, have had no impact on our ability to ensure the system delivers to our needs”

DOMINIC PARSONSON, HEAD OF SALES

About SuiteCRM

SuiteCRM is the world's most popular open-source CRM, with over 1.7 million downloads and an estimated 5.8 million users worldwide.

It offers a cost-effective, flexible platform that helps organisations manage relationships and automate processes across sales, marketing, service, and reporting.

As the developers behind SuiteCRM, we specialise in delivering bespoke solutions and professional, end-to-end services. For organisations seeking additional assurance, we offer SuiteASSURED - a fully supported, secure version of SuiteCRM with a comprehensive total care package.

To learn more or schedule a personalised demo, visit: www.suitecrm.com