



CASE STUDY: Global Sales Accelerator

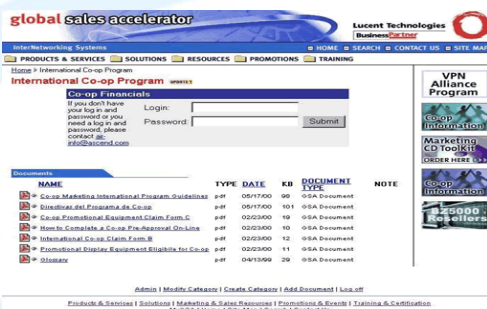
Vicert Creates CRM System for Major Telecom Player



Challenge

Avaya Technologies, the telecommunications infrastructure manufacturer, wanted to leverage the power of the Internet to manage its large global network of distributors, partners and value-added resellers.

This CRM system needed to provide personalized information quickly and easily to a wide range of customer types who had varying levels of access and information requirements.



Our Solution

Global Sales Accelerator solution allowed for the simple and efficient management of both user information and workflow on one end and document generation and management on the other. From user approval and access control configuration and reporting to content personalization and user type targeted e-mail, Avaya's team members can manage and control all aspects of the user experience via a simple web interface. The functionality of this web application expanded through four phases of this project, as the number of users and requirements to address specific business needs grew.

Visitors to the site were provided with immediate access to the precise information relevant to their needs, pulling appropriate documents, sales resources and other relevant information based on the user type, region and certification levels from a vast information set, as needed.

- ATG
- Oracle

Benefits to the Client

This extranet became a significant part of the Avaya Technologies Business Partner websites and the company's ability to manage a complex global network of VARs and resellers.

To help Avaya manage functional and technical requirements, the solution was built robust and scalable from the ground up, while keeping budget and time constraints in mind.

We decided early on to only invest in more expensive application server platforms when the system truly required those platforms. This was the key to helping our client manage ROI and build the necessary trust to support this project over a 4-year period.

"The Vicert team helped us manage all of our requirements efficiently over the years. The application we wanted had to scale with our business as we learned about the needs of our customers and have developed processes to conduct our business more efficiently. This CRM project was extremely successful thanks to Vicert's process and experience."

Jana Branisa, Webmaster
Lucent INS