

“ ... i-Sales is an exceptional tool for managing customer projects and customer relations ... ”

Director Jörgen Mårtensson Elektro Logik AB, Sweden



i-Sales – a customer's experiences



“With the introduction of i-Sales at Elektro Logik AB, we have for the first time, gathered all customer data, documents, projects, tasks, time reports and more, in a single system. All staff in the company can access this information. This provides us with a far better overview than before. It has also meant that we have halved the time required to manage projects; which in my opinion means we can expand the company to double the size before requiring extra admin-

“We are extremely satisfied with our i-Sales solution and believe that we have found the perfect tool to manage our business and all our customer-related activities. We cannot foresee any problematic limitations as regards the product's use. The same applies to the company that created the product, i-Seven in Copenhagen. Together with AddPro they were efficient at getting us started and were always available without delay when we required their assistance for more complex tasks. We are a relatively small business in an extremely competitive market. We survive on large customers that place increasing demands upon us and expect close cooperation. This creates large challenges, but with i-Sales we are well equipped to meet these challenges.”

Director Jörgen Mårtensson
Elektro Logik AB, Sweden

istrative staff.” This is according to Jörgen Mårtensson, who is the founder and director of the Swedish consulting and application development company Elektro Logik AB.

Elektro Logik AB is a company that plans, develops and installs advanced program-mable industrial automation solutions for the food, metal and machine-related industries. It is a 100% project-oriented company with many tasks characterized by innovative thought and new developments. Powerful customized solutions are built upon components from a wide range of specialist subcontractors and suppliers. The company's customers include large and well-known businesses such as Danisco, Tetra Pak, Saab and Volvo, all of which have increasing demands for both quality and project management skills, and which also demand ongoing project development information. It is for this reason that Elektro Logik AB is certified according to the ISO 9000 quality assurance standard. This certification demands a strong approach for documenting the company's control over its customer relations and projects. Elektro Logik AB chose i-Sales as its CRM and project management tool. Because i-Sales is based upon the xArc architecture, it quickly proved how it can be tailored to meet the company's specific needs. i-Seven's Swedish business partner, AddPro, assisted Elektro Logik AB with a few days of consultancy to get the project underway.

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- We have halved the time required to manage projects...
- We can also perform far better analyses of completed projects...
- We can see who has done what and when...
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Very visible benefits

“A range of concrete benefits became visible after a few months. This was appreciated by the staff in their daily work,” explains a proud Jörgen Mårtensson. “i-Sales is based upon the Lotus Notes platform, that we already use it with great satisfaction, for amongst other things, our mail and document management. This allows full integration between i-Sales and our other Lotus Notes applications, meaning that we now have everything in the same system and can quickly find relevant documents and information. In brief, we have all emails and details regarding projects, customers, contact persons, time and resource usage in the system. This means we can, whenever necessary, receive an on-screen and up-to-date status



Elektro Logik AB is a supplier-independent Swedish consultancy and systems development company that specializes in industrial automation solutions for, amongst others, the food, metal and machinery industries. Following a one-stop-shop approach for automation, Elektro Logik AB builds advanced tailored systems and programmable automation systems for customers such as Tetra Pak, Danisco, Findus, Arla, Saab and Volvo.

Elektro Logik AB was established in 1976 and is based in the Lomma suburb of Malmö in southern Sweden. It has 12 employees.

Elektro Logik AB has recently been ISO 9000 certified.

Website: www.ellog.se

for each project, allowing us to see how the project is progressing with respect to time and resource usage, not only for our own satisfaction, but also for our customers' satisfaction. At the same time, we can see which offers have been sent to various customers and at what price – this was not previously possible without performing extensive calculations. Now we can also perform far better analyses of completed projects and evaluate where we make profit and where we can improve. This type of information is extremely useful when making new offers.”

Replication is a massive benefit

“Another major benefit is automatic replication. It allows me to take the entire customer database on my laptop computer to a customer site. I can then display the information on the screen to the customer, and while at the customer I can correct existing documents as well as create new documents. When I return home I can automatically update these with the central Lotus Notes archive. It is a big relief being able to use replication, not only time-wise, but also security-wise.”

i-Sales is an investment

The xArc development tool allows i-Sales to be continually enhanced. At Elektro Logik AB the CRM-core has been extended with a time and material registration module. All fixed working procedures that are required by ISO-9000 certification are also in the system, thereby ensuring automatic compliance. The next step in development of the system is a module for managing key customers as well as web-enablement so customers can use the Internet to access their project data at Elektro Logik AB. Expectations as regards the future use of i-Sales are especially high. Director Jörgen Mårtensson is confident that the product will meet these expectations.

Lotus Notes requirement

“It was a requirement from the outset that the new CRM and project management system be based upon the Lotus Notes platform. This was to allow full integration with the existing Lotus Notes applications at Elektro Logik AB. However, we did not formulate this requirement clearly enough,” as Jörgen Mårtensson notes. “We actually started with a completely different CRM system from a different supplier who claimed that their solution could integrate with Lotus Notes. However, this proved to be a theory that did not work in practice. We simply shelved the system and once again went and looked for a true Lotus Notes solution. In this regard we happened to hear about the i-Sales system and arranged for a demonstration. It appeared to be very promising. Following a thorough analysis of i-Sales, both from functionality and IT standpoints, we made our choice.” Today Jörgen Mårtensson is extremely satisfied with their decision and steadfastness for a Lotus Notes platform, as well as their decision to discard their original choice. “Lotus Notes in itself provides a whole range of advantages that are essential for daily work and without which we would not be able to maintain the demands that our ISO-9000 certification requires. For example, this includes automatic administration of all documents so whenever necessary we can see who has done what and when, as well as have a complete history record and version control on all documents – all this from the smallest e-mails to the largest CAD/CAM drawings.”

gen af systemet er et modul til håndtering af nøglekunderne og en web-udbygning, så kunderne via Internettet selv kan få adgang til alle relevante projektdata på deres projekter hos Elektro Logik AB. Forventningerne til den fremtidige anvendelse af i-Sales er således høje. Og direktør Jörgen Mårtensson har stor tillid til at produktet kan leve op til forventningerne.

