

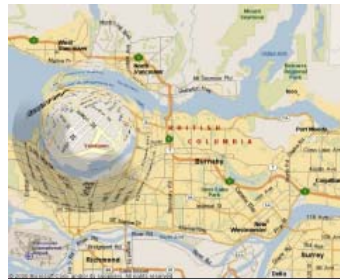
VIRTUAL 3D LENS COMPANY STAYS FOCUSED ON CUSTOMER RELATIONSHIPS

Kewl Consulting helps Idelix achieve the “smoothest CRM implementation”

Two hundred. That is the approximate size of the prospect and customer universe for Vancouver-based Idelix Software Inc.

A software company having designed interactive 2D and 3D “virtual” visualization lenses for software OEM companies, Idelix has emerged from its start-up phase with an innovative core product called Pliable Display Technology (PDT). "But with such a small potential customer

base," says VP of Operations, Keith Ippel “we knew that how well we managed those relationships will determine our success.” So the company made the decision to implement a customer relationship management system.



So Ippel began asking colleagues within the software community to recommend the best firm to handle CRM implementation. "And the name that kept coming up time and again was Kewl Consulting.”

CRM specialists

Kewl Consulting is an experienced team of CRM professionals, with a specialized focus on growing companies like Idelix. They have a track record implementing more than 350 successful CRM projects and are experts in all the leading CRM applications.

“We looked at other firms," says Ippel, "but Kewl Consulting had a great cultural fit with our people. They knew the application we selected inside-out. And I was very impressed with their methodology. It has a lot of common sense in it.”

Making it work

However, Keith Ippel knew first-hand that selecting the software application was only the beginning. "I was involved in other enterprise CRM implementations at two previous companies. So I knew how quickly these kind of projects can fall apart."

Obviously, Ippel wanted the team to focus on sales and marketing initiatives especially as they bring a new solution to market and not on CRM problems. "A smooth implementation was very important to us."

The Company also wanted to exploit the benefits of CRM as soon as possible. The goals were to speed enquiry fulfillment, automate business processes, and cut the time it took to execute such customer contact strategies as newsletters.



I D E L I X

KEWL TOOLS – THE EASY WAY TO CRM SUCCESS

All the benefits you’ve heard about CRM...

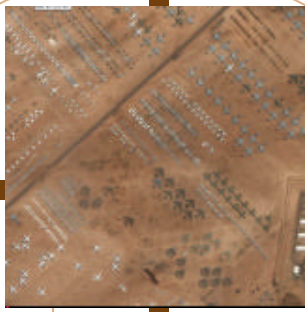
- Increased productivity
- Less paperwork and duplication
- Enhanced communications
- Streamlined business processes
- Easy generation of valuable reports and statistics
- Powerful one-to-one relationships with prospects and customers

...are all achievable.

And the horror stories? They are all avoidable.

The roadmap to success

The first step that Diana Llorente, President of Kewl Consulting, and her team took was to facilitate a management information session. "One of the reasons that users lose faith in a new CRM application," Llorente points out, "is when there are unpleasant surprises. So we lay out the issues and make sure everyone understands what will happen."



"Image of an airfield before and after using the PDT lens."



"PDT allows objects of interest to be identified while retaining the context of the airfield."

"Are we impressed with Kewl Consulting?" says Keith Ippel. "Absolutely! Having been involved in many other projects of this type, this is easily the smoothest implementation I've experienced."

Llorente also ensured that there was buy-in for the project throughout Idelix, from the C-level on down. "This is where [the Kewl team] really distinguished themselves," says Ippel. "Diana made sure everyone was on the same page and that there were no surprises along the way."

In fact, Idelix did have a few concerns and some tough questions. But after implementing dozens of similar CRM systems at similar companies, the Kewl team knew the answers. "We often have to mesh various platforms and operating systems to ensure the CRM system works seamlessly throughout the enterprise," says Llorente. "What can seem like an insurmountable obstacle to the client is often second-nature to us."

As the project progressed, procedures were documented into a knowledgebase that everyone at Idelix could easily understand and reference.

Go live and beyond

After the implementation was complete, a Kewl consultant stayed on-site for a two-week period. This was to ensure that the transition from go-live to comfort level among new users was trouble-free.

Today, Idelix is reaping the benefits. The Company now has total visibility into the multiple contacts at multiple levels that occurs during the sales cycle. The response time to fulfill product information requests has been cut by 70%, which is a distinct competitive advantage. In addition, the time required to manage each issue of their promotional newsletter program has been slashed dramatically.

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For more information about Kewl Consulting Inc. e-mail us at info@kewlconsulting.com or call us at 604.261.3188.

VALUE PROPOSITION

Kewl Consulting differs from other consultants and technology professionals in several ways:

First of all, we're proactive. We don't just show up with a blank sheet of paper and ask you what you need. We suggest ideas and make recommendations based on our successful CRM experience with companies similar to your own. At Kewl, we bring you "Tier 1" thoughts and strategies that can be executed within budget and short timeframes to provide the value and corporate effectiveness you desire.

Secondly, we're tactical. We operate like a 'boutique firm' with a cohesive team of individuals who excel in complementary areas of CRM implementation. We have all the expertise and resources you'd expect to find with larger consulting firms, but with a much more hands-on, practical approach. We don't just suggest ideas. We help you make ideas work.

Thirdly, we take ownership. We coordinate with your project team with a focus on achieving objectives, not just delivering services. Every project we handle is our signature. So we're as committed to your success as you are.

Finally, we have the success formula. We know, from our years of experience, with hundreds of clients, the best practices for taking your CRM program where you want it to go.

