

Case Notes

Abbot Datastore Ltd



Overview

- ▶ Mareeba helped Abbot Datastore quickly identify suitable CRM technologies and suppliers.
- ▶ Our engagement allowed Abbot to more effectively compare supplier proposals.
- ▶ We negotiated pricing and terms to significantly reduce initial and subsequent year costs.

In the Spring of 2005, Abbot Datastore, and its subsidiary Tiver, were considering the options to deploy a common CRM system across the businesses. Specialising in traditional and electronic data storage, the organisations competes effectively against much bigger competitors by offering high levels of service supported by the effective and innovative use of technology.

Abbot and Tiver were looking to further differentiate themselves, by replacing several sales and marketing databases, with a single system spanning the needs of the sales, marketing and support teams, operating across their three offices. The objective was to enhance the depth and immediacy of client information, allowing the organisation to further enhance the customer experience, as well as improving operational efficiencies by streamlining key business processes.

'Mareeba have helped us move swiftly and sure-footedly through the procurement process, and I believe this places us in a position where we can extract the maximum business value from our investment in CRM, and realise those returns significantly earlier' – Rod Edwards, CEO, Abbot Datastore

Abbot had spent several months researching technology options, but approached Mareeba to **validate the short-list of candidate software vendors they were reviewing**. As a result of this engagement, we were able to suggest a couple of vendors that hadn't previously been considered, where we felt there was a tight fit in terms of functional and budgetary requirements.

Abbot undertook the technology selection process, and settled on one of the technologies we had added to the short-list.

With the technology selection completed, Abbot needed to choose an appropriate implementation partner for the roll out. This process was complicated by difficulties judging alternative proposals due to the tendency for suppliers to quote *estimated* man days, which Abbot felt uncomfortable relying on. In order to address this, we carried out a detailed requirements gathering exercise. The resulting documentation allowed suppliers to commit to a specific number of days to complete the project.

With the preferred implementation partner identified, Mareeba was tasked with negotiating pricing and terms. Successfully concluding this aspect of the project was key, as the requirements gathering exercise had identified more complexity than had previously been allowed for, which in turn had taken the proposed costs beyond the allocated budget for the project.

By working with the preferred implementation partner we were able to revise the licensing structure to meet the client requirements at a lower cost. We were also able to **negotiate software and day rate discounts which allowed Abbot to achieve the target budget** (and more than covered the cost of our involvement in the project). In addition we were able to identify some aspects of the proposal which were out of true with the standard market approach, and which we felt would unnecessarily inflate the cost of running the system over subsequent years. These terms were renegotiated.

With the contractual terms finalised and the order placed with the chosen implementer, Mareeba concluded the engagement by working with the project team to help translate the requirements into the final system design. This involvement **gave the project early momentum** by sharing the knowledge we had built up about the client requirements, and removing the need for the project to cover the same ground twice.

In conclusion, Abbot's CEO, Rod Edwards noted 'Mareeba have helped us move swiftly and sure-footedly through the procurement process, and I believe this places us in a position where we can extract the maximum business value from our investment in CRM, and realise those returns significantly earlier than would have been the case without their help.'