

RSM! McGladrey

Accounting | Tax | Business Consulting

“RSM McGladrey’s CRM team is a talented and extremely knowledgeable group. Their input gave our system its competitive edge”

International Process Plants (IPP) buys discontinued or closed plants (building, property and equipment) to resell in individual pieces or as a complete sale. They have been in business since 2002 and operate with 55 employees in the U.S., UK, Germany, Italy, France, Russia, Romania, Saudi Arabia, China, Korea, India and the Czech Republic.

“I’ve worked with other consultants and the CRM Team at RSM McGladrey is top rate. I’ve never had the feeling that they were training on the job and learning as they provided me support. I have not yet found much that they can not answer immediately or later that same day. It is a pleasure working with them. They have never not helped us work out a problem and fix it.”

— Scott Phillips
Director of Information Technology
International Process Plants, Inc.

Background

As a new company in 2002, the management team decided early on that they wanted to operate at the level of sales and same geographic footprint as their competition. To compete effectively, they knew a management system was needed that would be affordable, developed on a standard Microsoft platform, and offered easy customization.

Project

RSM McGladrey implemented Microsoft Dynamics™ CRM Business Solution to order,

manage, and track their re-sell inventory business. They are also managing the activity of a 181,500+ mail list, including a twice weekly email blast.

This centralized system now integrates in real-time with their website so prospects can review what inventory is available, create a filtered view by product type, and the sales team can view a confidential version of the open inventory. Their competition manages similar information in large manuals, the equivalent of two reams of paper.

Rather than calling the office manager, everyone in the office works in Dynamics CRM and knows how to gather the information they need to do their jobs. Even top management knows how to quickly pull analytical information when presenting a competitive bid.

Outcomes

- Growth at a rate of 50% per year since opening its doors
- Real-time, seamless integration with the company website – manage inventory and capture leads
- Centralized system throughout the U.S., UK and Europe
- Increased efficiency by reducing manual work load
- System has made them an industry leader – acting proactively while the competition is stuck in reactive mode