



CASE STUDY

ALPHA7

Alpha7 and Originex:
Improving Customer Visibility and
Sales & Operational Efficiency



OGX[®]

Business Issue and Objectives

In order to stay ahead in a highly competitive industry, 20-year-old Malaysian-headquartered IT hardware distributor Originex (OGX) recognised that it needed to digitise many of its manual processes. Their Singapore branch had a lean team of 13 employees at their Tai Seng office, supporting operations, sales, human resources and finance. Business was expanding, with their clients in Singapore and Malaysia demanding more solutions to their IT problems; the company was anticipating doubling its sales pipeline within the next six months.

OGX's Managing Director, Mr Gene Lim, was pleased that sales were good, but recognised that their current selling process was a roadblock that compromised productivity and efficiency. The manual reporting nature of their sales team, consisting of emails and word documents typed up on-the-go by the sales team, led to low accountability and pipeline visibility.

"What we realised was that all these seemingly small problems were killing us slowly, because it slowed us down considerably and made us less competitive. It would eventually kill us if our competitors could move more quickly and close deals faster than us," Gene says.

Cloud advisory firm Alpha7, was brought in to work with OGX. Together, the team determined that the first step was to map out the business' priorities, set timelines and determine the most relevant solutions and platform.

The Challenge – Revamping business

Analysis showed that although leads and sales opportunity were strong due to high market demand, the sales team was constantly struggling with tracking leads and conversions. There was no formal sales process, with a manual reporting structure where sales people would key in their leads and opportunities into separate excel sheets and send them to their sales manager once a week. This meant that managers had to track multiple spreadsheets across different folders and emails, and spend time each week consolidating the data and preparing a sales report.

This was further complicated by a product database that was stored within separate documents and owned by different product managers. Sales representatives could not get a quick view of their own inventory, or the latest prices from suppliers and partners. Quotations had to be done manually by a sales support team of two who had to get the latest prices from the product managers.

For OGX, Alpha7 proposed Vtiger, an open source customer relationship management (CRM) application to replace the company's decade old manual processes. The system is simple, fuss-free and easy-to-learn, geared towards improving workflow and speed of communication within the company, especially for the sales team.



Headquartered in Malaysia, Originex has been in operation for more than 20 years. Originex (Singapore) was established in 2010 to meet the needs of the ever growing Singaporean market. OGX offers a comprehensive range of systems and network products and services. The chief aim of OGX is to empower the businesses of today beyond the competition of tomorrow.

Industry: Information Technology
Company HQ: Malaysia
Country Presence: Singapore, Malaysia, Hong Kong

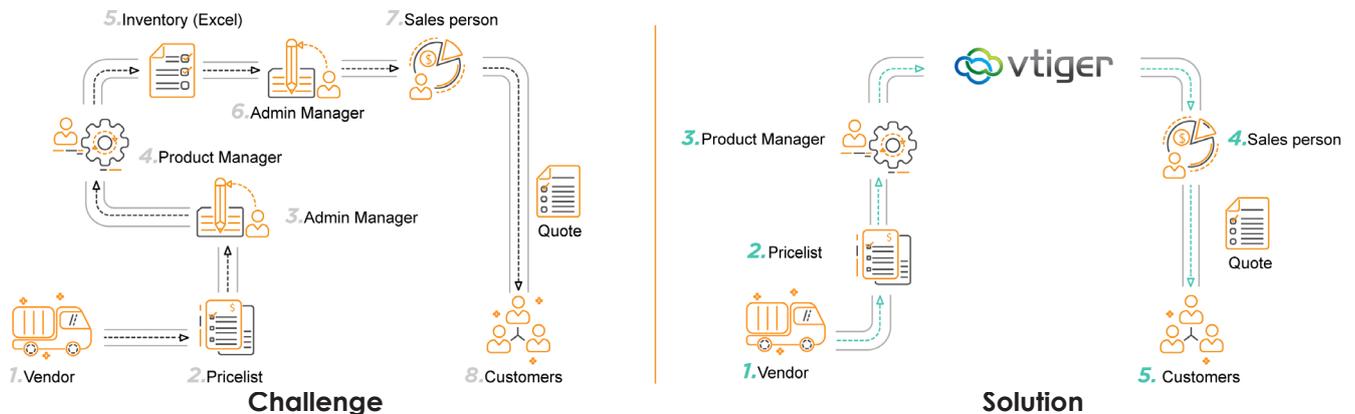


We know our issues in terms of customer visibilities and as well as sales force activity level with each customer. Alpha7 was quick to zero in on the issues, and provide a great diagnosis of what needed to be done to improve visibilities and to help us focus on customers with higher priorities. Most importantly, our management is able to track the progress via an integrated dashboard.

Gene Lim, Managing Director, OGX Singapore



Inventory Management



Training was a key aspect of the project; showing and convincing the sales team of the ease and benefits of Vtiger was crucial in getting results. Most of OGX's employees were with the company since its beginning and they were very used to the manual processes, raising concerns about changing the current system.

As part of the process, Alpha7 also proposed a human resource management system (HRMS), OrangeHRM, to provide a cloud platform for HR related issues such as employee personnel information, leave management, and most importantly, a KPI performance indicator. The objective was to centralise the management of employee information and automate HR processes, reducing reliance on manual processes.

Both systems were integrated through Alpha7's A7 AppsConnect™ platform, providing management with easy access to both systems through a single sign on. This entire process took just six weeks from planning to implementation

Results of digital transformation

Within weeks, tangible results began to show. OGX's sales representatives were able to access product prices and inventory immediately, and generate quotes for customers; turnaround time for issuing quotations was reduced from five days to less than a day.

The sales team and product managers also saw their productivity increase. Daily processes were streamlined, and instead of looking through emails and folders to track different documents to answer a single sales query, they were able to monitor product movement and customer leads on a single platform, saving five man-days each week just by having a centralised database for product prices and details. Also, there was no longer a need for the manual consolidation of data for weekly sales reports, allowing the sales team to focus on selling and meeting clients.

"After using Vtiger for six months, we saw tremendous results in different aspects of our businesses, beyond just sales. The level of support provided by Alpha7 was commendable. They were quick to identify and zero in on our pain points, proposing necessary steps to upgrade our processes. Alpha7's services are perfect for SMEs like ourselves who want to adopt cloud solutions, but have no idea where to begin." Gene says.

For businesses such as OGX, adopting solutions such as Vtiger and OrangeHRM as their first cloud solution is only the starting phase of a digital transformation. Operations, finance and human resources are areas companies can look into tackling; Alpha7 can help them transform digitally. Lynette Seah, Founder & CEO of Alpha7, adds that it is important for smaller organisations to understand themselves better and play up their strengths to fight against larger enterprises, becoming more quick and nimble.

Lynette said: "Businesses in Singapore and the region are facing greater challenges than before, accelerated by the borderless nature of technology and competition from around the region. They need to move quickly or risk being made redundant by their nimbler and faster competitors. As we saw with OGX, implementation of such solutions can be done quickly and with strong results. The most important step is the first, identifying the problem and the steps to resolving it."

About Alpha7

Alpha7 drives digital transformation through: 1) advisory services; 2) a live data platform connecting business critical data and; 3) a marketplace of cloud technology solutions - marketing, sales, operations, finance and HR functions. We work with C-suites, enterprises, SMEs and entrepreneurs to define and implement technology solutions to push the top line - customer acquisition, lead generation, sales and revenues.

Speak to us today! Contact Alpha7 at www.alpha7.co/contact to learn how your organisation can use technology and turn it into business advantage.