

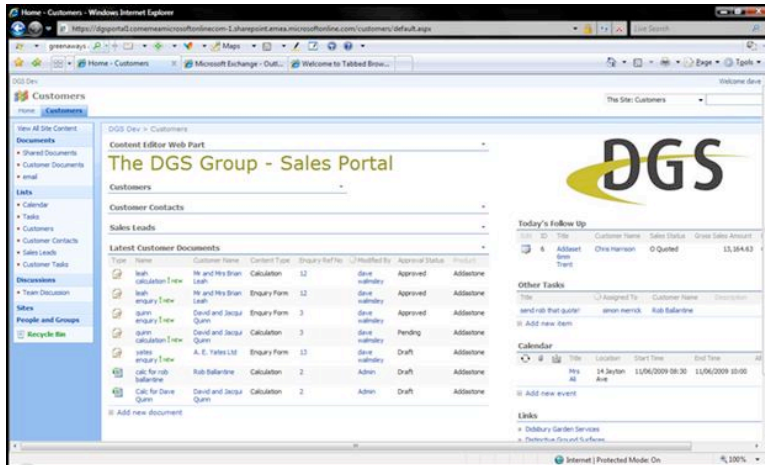


DGS Group Case Study

Specialist landscaping and building improvement company achieves sales and operational efficiency through MS Sharepoint portal

Summary

DGS Group is a small, North-West based company that specializes in resin based surfaces for commercial and domestic usage as well as landscape design and maintenance. Its senior staff cover a range of sales and operational roles. The company has a high throughput of customers and associated documentation, correspondence and contact information. Due to diversification and a sharp increase in business, the company needed a robust web based solution to manage a wide range of information as well as providing scheduling functionality, task and customer email management.



DGS Group engaged NetMonkeys to develop and implement a company portal based on Microsoft Sharepoint. The system, which is externally hosted by NetMonkeys has provided the following benefits: Better overall management control, More effectiveness of sales lead processing, Better operational efficiency of scheduling, handling operational document, lower IT costs, Reduced administration costs. The company saved sufficient staff costs, that the return on investment was achieved within 6 months.



Solution Overview

Organization Profile

For almost 20 years the DGS Group have provided landscape design and maintenance in the North-West of England. In recent times, the company has diversified to providing resin based driveways, commercial interiors and specialist finishes.

Business Situation

The company is a small, and senior staff cover a range of sales and operational roles. The company has a high throughput of customers and associated documentation, correspondence and contact information. The company needed a web based solution to manage a wide range of information as well as providing scheduling functionality, tasks and customer emails.

Solution

DGS Group engaged NetMonkeys to develop and implement a company portal based on Microsoft Sharepoint.

Benefits

- Better management control
- More efficiency with managing sales leads
- Better operational efficiency through document control
- Reduced administration of scheduling maintenance activities

Software and Services

- Microsoft Office SharePoint Server 2007
 - InfoPath forms
- Full analysis to go-live services from NetMonkeys



Company profile

DGS Group are a small, fast growing company that specializes in installing resin based surfaces (driveways, internal floors etc), in addition to landscaping projects and maintenance.

As a result, the company has to manage a variety of information which is vital to the running of the business:

- Sales leads and associated documentation
- Customer correspondence
- Resource scheduling
- Project documentation
- Tasks (requests to deal with customers)

The roles of the senior members of the company overlap considerably, therefore this generation and usage of the information and documentation has to be shared.

Business situation

Whilst DGS have an accounts system, much of the day-to-day information is held on handwritten enquiry sheets or trapped in personal email accounts. To deal with a customer query can involve considerable effort. The regular scheduling of maintenance and small projects again involved a large manual paperchase, when much of the work was based around regular appointments.

Most importantly, the company was struggling to manage and track sales leads for the increasingly popular resin surfaces installations.

With many of the staff out of the office for long periods of time, the situation to stay on top of sales became a major headache.

The company had a sizeable marketing budget, but no easy way to monitor which channels were proving the best to invest in.

The managers never really felt that they had a good overall view of the business due to the fragmentation of their time and absence of management reports, nor could they work well as a team when sharing information was difficult.

The end result of this was that valuable time was spent searching for information, but equally importantly, the effectiveness of sales was diminished.

In response, DGS were planning to hire an administrator to manage the paperwork and co-ordinate work and tasks.

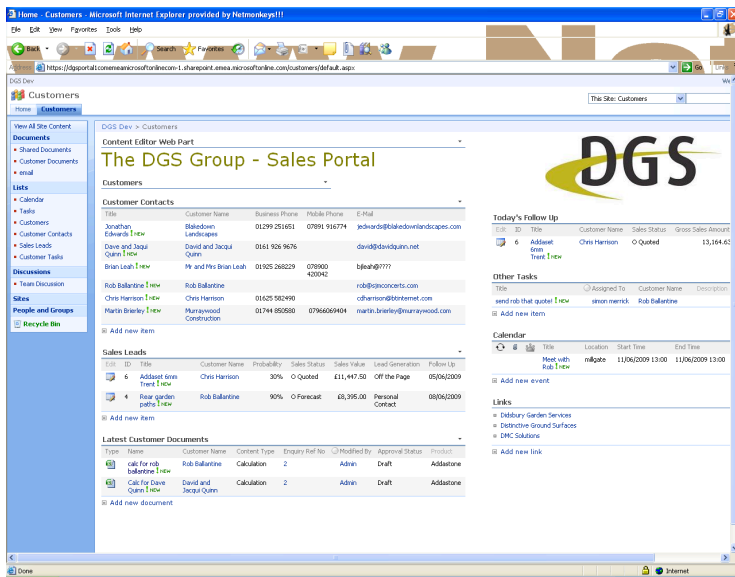
Solution

DGS Group engaged Netmonkeys to assess their current use of information with a view to recommending a solution.

Whilst DGS may have considered a custom sales management application, they had some specific requirements which made them consider a more feature rich, easy to deploy solution.

Because the group's activities were quite diverse (maintenance being more schedule driven), the system needed to be more flexible than a CRM tool.

They also needed something where emails and project documentation could be managed, but in a way that seamlessly integrates with the sales lead process. Furthermore, as a small company without internal IT support, they needed a system that could be accessed from any location and could be supported by Netmonkeys.

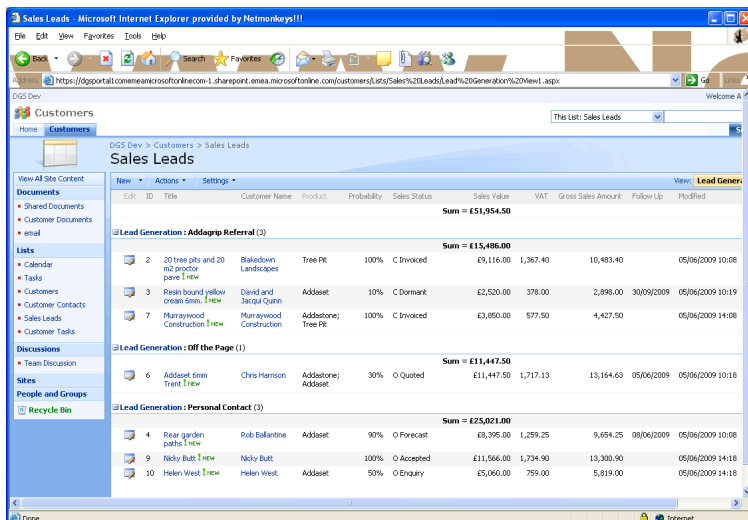


After the initial assessment, Netmonkeys developed a prototype system based on Microsoft Sharepoint. “It was evident from first seeing the system how easy it was to get an overall view of all company information from one place” said Simon Merrick, one of the DGS directors.

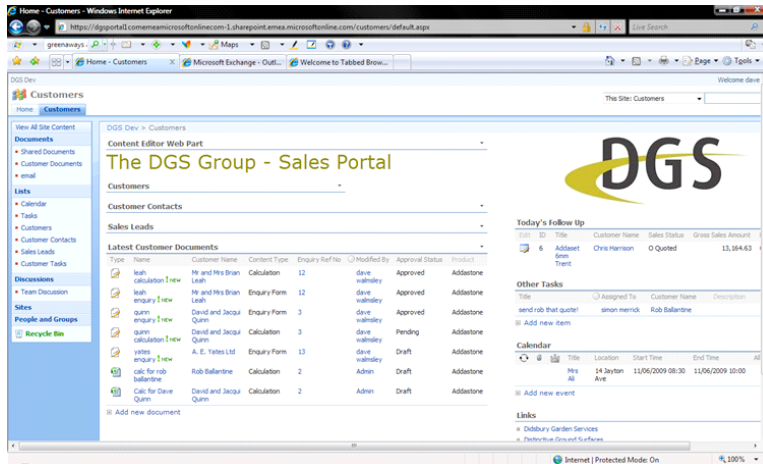
By selecting a lead, it was also possible to see and add documents relating to the lead: the enquiry form, calculation sheet and sales proposal. All correspondence was also stored centrally, so that if one director was out of the office, the other had a complete view of the project and of progress.

All meetings with the client, and associated tasks were in one place.

By placing the sales leads at the very heart of user interface accessible to all, supplemented by other content, the management team could clearly see an overall snapshot of the business.

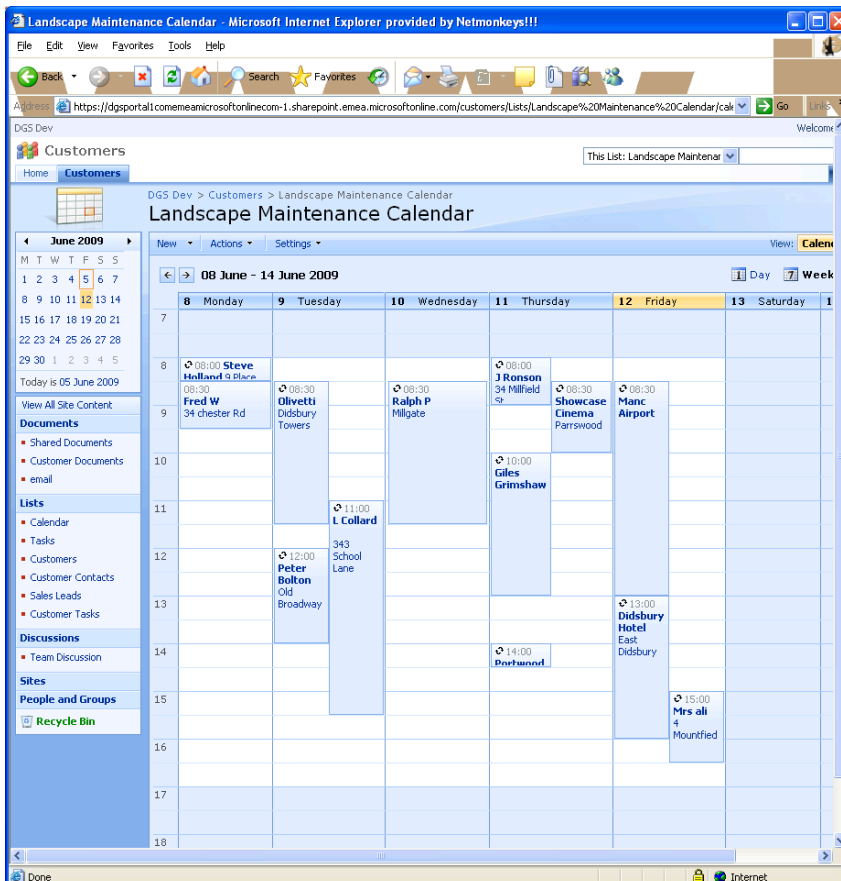


However, management of documents was also a key issue. Sales proposals were a collaborative effort. Various draft versions were created and emailed around. This caused confusion about which was the approved version. Netmonkeys set up version control and an approval mechanism which meant only the latest version of the proposal was displayed by default, and the operations director was able to have final approval on quotations before they went to the customer:



System Versatility

Although the business operations of surface installation and maintenance are quite different, with the click of a button, the system is able to present information relating to the landscaping maintenance differently ie, in a calendar centric way.



Scheduling, and the whole process of handing out job sheets, storing signed returns became much more streamlined as a result.

“The benefits have exceeded our expectations” said Simon “and the way in which Netmonkeys have worked with us has helped us to see other potential uses. Importantly, Netmonkeys have been very focused on business processes and focusing effort where it was of most benefit. They really understood what we wanted to achieve. We have previously worked with other IT companies who focused too much on the technology. NetMonkeys aren’t like that”.

DGS also chose to have the system hosted and supported by Netmonkeys. “The initial investment in hardware has been massively reduced, and Netmonkeys are able to remotely, and quickly deal with any issues. This is really important to us. Gone are the days when we waited for an IT supplier to have to come to us to fix issues, and we feel much more secure not having to worry about any loss of hardware on our premises”.

Benefits

- Better turnover and tracking of leads – higher conversion rate of leads and better prioritisation
- Management reports on demand – enabling better decision making and marketing investment in future advertising
- Less time lost dealing with documentation and forms
- Better customer service and dealing with subsequent queries – responses could be given instantly by any member of staff
- More effective team working
- Reduced support time
- Lower cost of system ownership

Products and services your company used

- Microsoft Office SharePoint Server 2007
- Full analysis to go-live services from NetMonkeys, including design, development, training and post implementation support

About NetMonkeys

Netmonkeys' Information Management team provide a complete end-to-end service from planning through to implementation and support of Information Management platforms. Platforms that leverage your existing investments and incrementally add new "best practice" components in a robust framework that will revolutionise the way your staff work:

- vast information management experience
- Core team members with proven leadership in flagship UK projects
- A wealth of vital best practice expertise
- Reference sites and case studies
- Our customer philosophy

See www.netmonkeys.co.uk for more information

We Build On Microsoft Sharepoint

Microsoft Sharepoint is the fastest selling IT system ever. It is a complete, robust, easy to install information management platform that combines document management, internet/intranet site management, collaboration, business intelligence and reporting and project management. It is a futureproof system that customers can have full confidence will provide the foundations for the work that we do. We have unparalleled experience from our own customers and the work our staff have done on flagship corporate rollouts. We really understand SharePoint