

# GROENEVELD GROUP

## ■ Worldwide Salesforce Implementation



*GROENEVELD*

*1971 - 2011*

**40 YEARS LEADING IN EFFICIENCY**

# Groeneveld Group



**Automatic maintenance**

**Active safety systems**



**'IT for the moving world'**

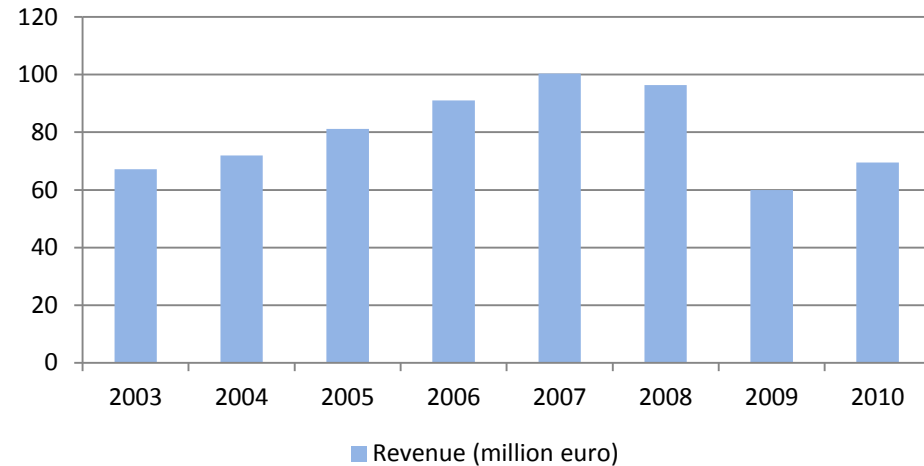
**From Telematics to TMS**



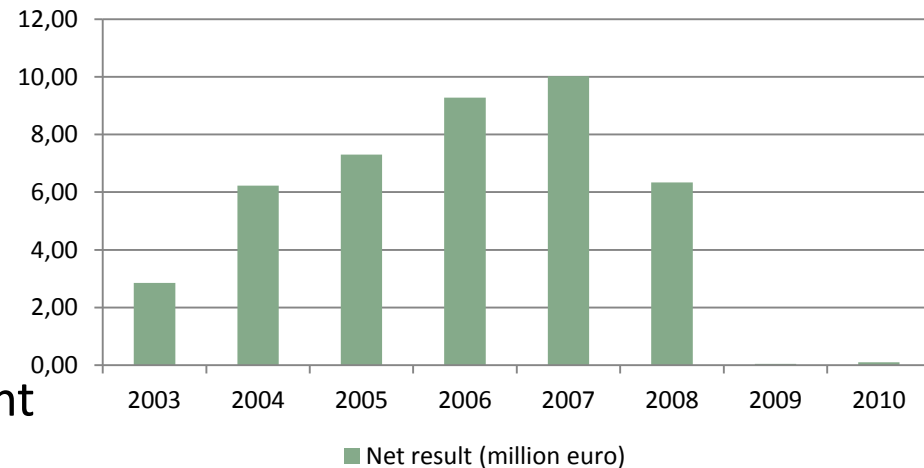
# Groeneveld – key figures

- ➔ Founded in 1971
- ➔ 100% Family-owned
- ➔ Financially sound
  - ➔ 70% equity
  - ➔ 100 million euro revenue in 2007
  - ➔ 10% net income after taxes
- ➔ Over 515 employees
  - ➔ 400 Groeneveld, 115 GreenCat
  - ➔ Over 50 FTE in Product Development

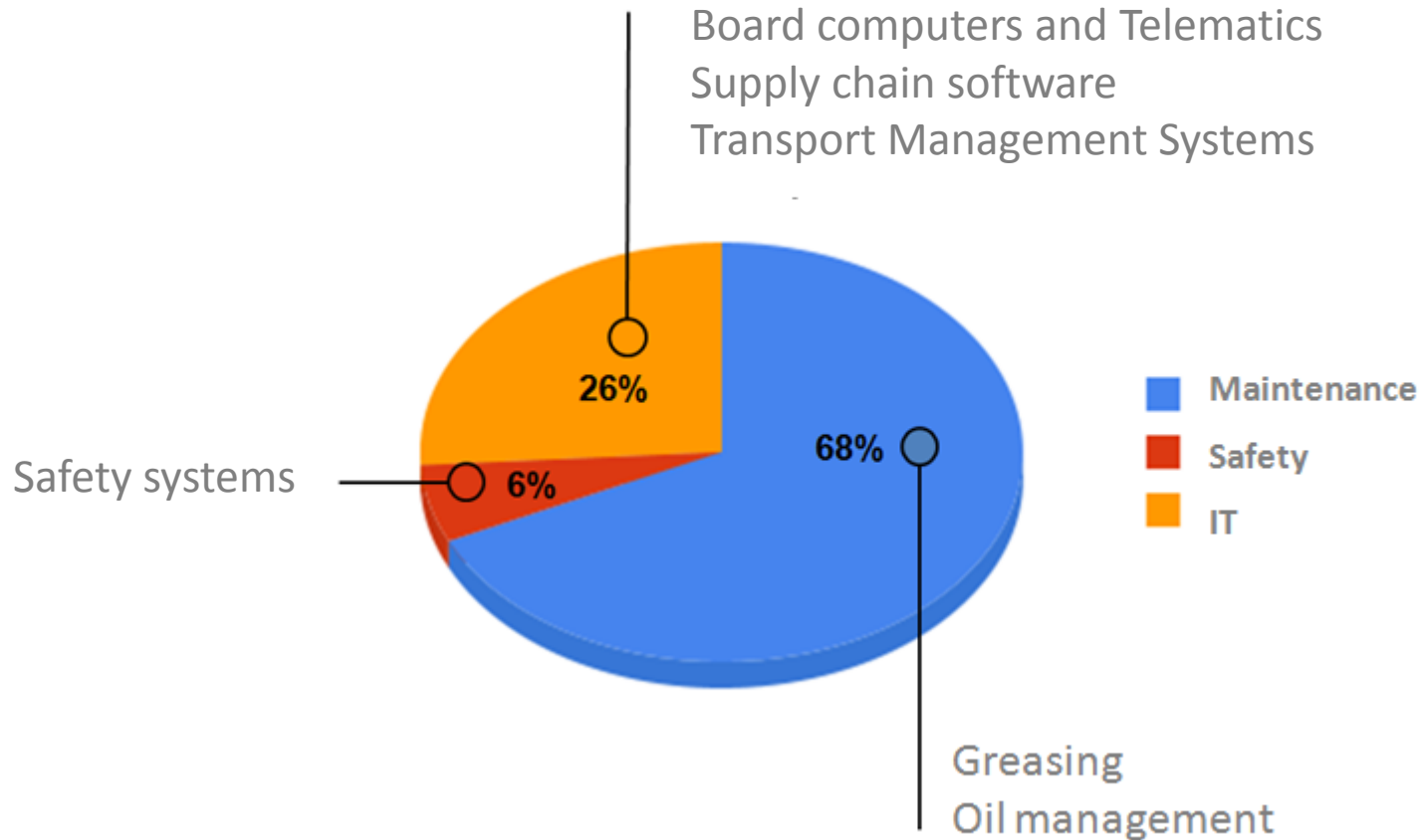
Revenue Groeneveld Group 2003-2010



Net Result Groeneveld Group 2003-2010



# Product / Revenue mix



# Organization

- ➔ Worldwide sales & distribution network
- ➔ Over 30 company-owned branches in 22 countries
- ➔ Company owned production facility in Italy and Israel
- ➔ 5% of annual revenue invested in product development
- ➔ Groeneveld Group is ISO 9001 and 14001 certified
- ➔ In preparation of Lean Six Sigma



# Groeneveld – Worldwide

- ➔ More than 30 branches worldwide
- ➔ Worldwide service and distribution network



- Groeneveld subsidiaries
- Importers & dealers

# Our main subsidiaries



Leicestershire (UK)



Milton (CA)



Gorinchem (NL)



Moers-Hülsdonk (GE)



Brunswick (USA)



Cassago Brianza (IT)



Vaulx Milieu (FR)



Melbourne (AUS)



Sunrock Close (SA)



Mt. Maunganui (NS)

# Market focus

**Truck & Trailer**

**Bus & Coach**

**Off-road  
&  
Agriculture**

**Rail**



# Product groups

## Automatic greasing systems and oil management



## Safety systems



## Telematics and Logistic Solutions



# Objectives of our global CRM approach



- ➔ Enable a worldwide approach towards target customers
- ➔ More insight in achievements per segments and products



- ➔ Provide management support tools and activity reports



- ➔ Improve personalized marketing tooling

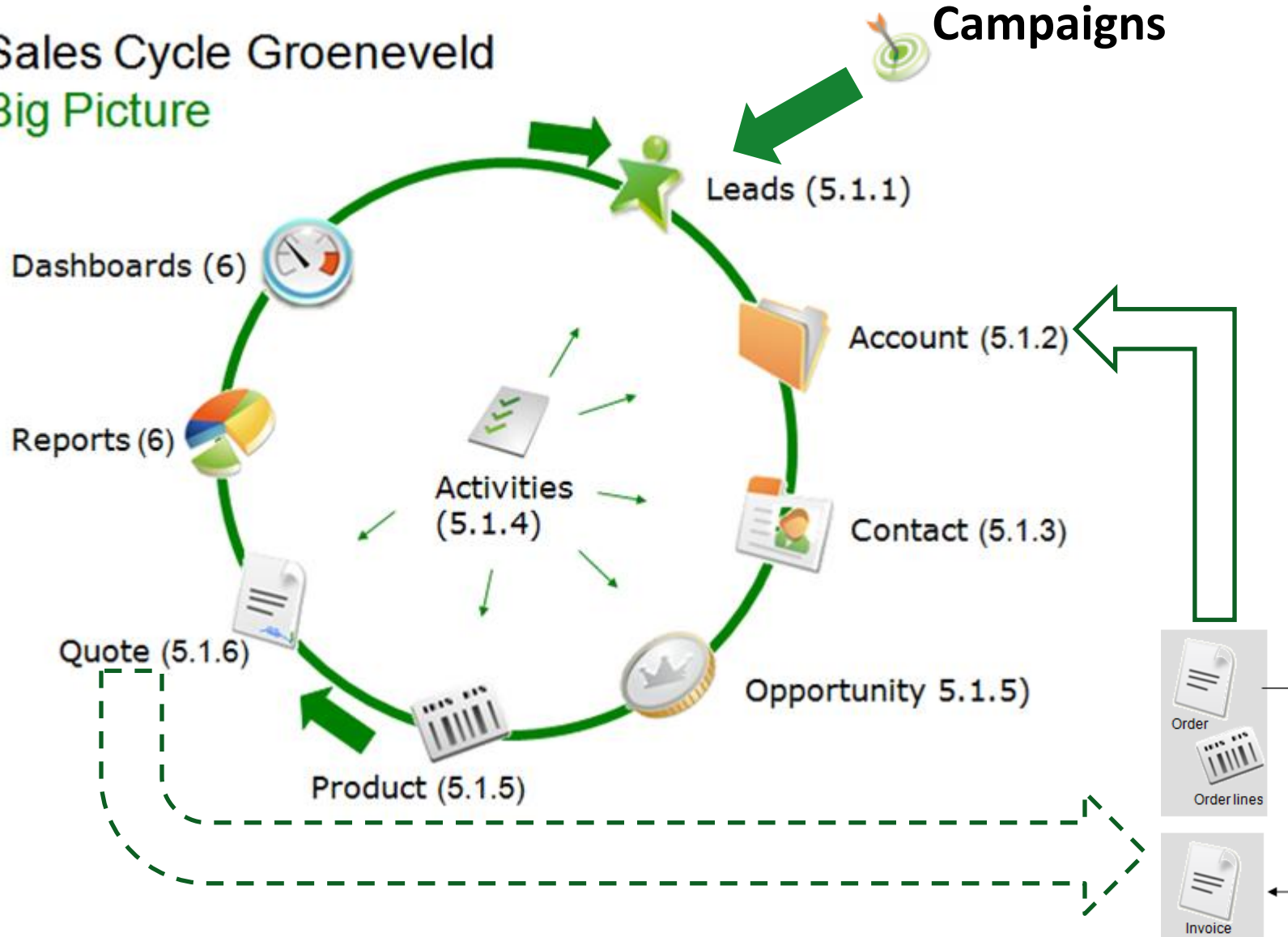
# The approach



- ➔ Business process workshops for 3 days
- ➔ Design documents
- ➔ Building in 3 phases
- ➔ Regional implementation
  - ➔ Combination of onsite and remote
  - ➔ Differences in local use
- ➔ Now 140 users active in system
- ➔ Now focus on harmonizing working procedures

# CRM Life cycle

## Sales Cycle Groeneveld Big Picture



# Special features Salesforce functionality

- ➔ Account overview with integrated ERP information
- ➔ Quotes directly from Salesforce
- ➔ Integrated contact information
- ➔ Campaigns to manage marketing resources
- ➔ Newsletters via Vertical Response
- ➔ Dashboards and reports

# Lessons learned

- ➔ Implementation of CRM is more than introducing an IT system
- ➔ Local training is the best, preferably more than once
- ➔ The eco-system of partners is important to value a SaaS application
- ➔ Show quick results by combining design and roll out
- ➔ A SaaS application is very suitable for international companies such as Groeneveld





**ACTIVE SAFETY**



**GREASING SYSTEMS**



**OIL MANAGEMENT**



**IT SOLUTIONS**