

The team at CRM+ Consulting helped Concurrent Computer Corporation soar to new heights.

**ConCurrent
Computer
Corporation**
*High Technology
Manufacturing
Case Study*



Concurrent at a glance:

Established in 1966

400 employees

206 system users

Headquartered in
Duluth, GA

Customer since 1987

An international, publicly traded company, Concurrent Computer Corporation displays technological innovation on a daily basis. From the creation and support of video-on-demand systems for digital cable and DSL providers to the creation of flight simulators for the military, Concurrent has a technical mastery of all facets of their business. The one skill that eluded them prior to meeting the CRM+ team was customer relationship management.

CRM+ hit pause on more than 15 ACT! systems and their biweekly consolidation, and replaced them with a more streamlined, effective and proven solution.

In 1987, CRM+ team members streamlined customer support services so Concurrent could more effectively manage the heavy volume of 100 support tickets a week. As Concurrent grew, so did its need for more CRM+ tools. In 1999, strategic marketing initiatives and tracking functions were used to boost the demand for “real-time” products. Customized data like contact lists from trade shows and campaign evaluations were now easier to manage as well.

Today, Concurrent's 30+ users enjoy a solution that helps manage everything from billing to employee training, sales to support.

When marketing, sales, support, management and accounting come

together in an easy-to-use automated system, the room for human error is virtually eliminated. As Concurrent has evolved, the CRM+ solution has evolved to merge databases, and provide the tools to effectively manage the people part of the business, as well as manufacturing systems. It's a true end-to-end solution.

Concurrent is poised to launch its CRM+ solution globally.

As they expand internationally, CRM+ will assist Concurrent's IT team in implementing French and German versions to standardize European counterparts. Since all procedures are proven and already in place, international expansion can be implemented much faster and more efficiently.

The Concurrent CRM+ story proves that knowledge is power when it comes to customer relationship management.

Isn't it time you started turning more opportunities into customers?

“As a fast-paced, high-tech company, we demand solutions that keep up with us—and the team at CRM+ has always done it.”

~Rode Kirk, Concurrent Director of Global Infrastructure and Business Systems.



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