



Portable Solutions for Industry (PSI)

Business Case Study

Challenges: The system in place did not have the capacity to handle the growing amount of data. PSI was using desktop based application which could only cater to a limited number of clients, and upgrades were deployed at a slow pace.

Solution: With a customized Sugar in place, PSI gained a competitive edge in the market. Furthermore, the integration with MailChimp made it easier for the company to reach out to customers via email campaigns.

Portable Solutions for Industry (PSI), a small sized company based in the United Kingdom well known for its unique products in the computer hardware industry. With the senior management having more than 80 years of experience in various application areas, it allows PSI to remain competitive. Their expertise cover all popular makes of handheld terminals, palmtops, PDAs, pen based devices and radio frequency data communication devices.

In 2014, the CEO of PSI, Mr. Tony approached Rolustech's sister company, RT Labs which is based in the United Kingdom. Tony made contact with David, the representative at RT Labs. As a part of the computer hardware industry, PSI had to deal directly with clients and as the company was growing; its customer base was growing alongside. The system that was being used by PSI did not have the capacity to handle the growing amount of data. Moreover, PSI was using a desktop based application which could only cater to a limited number of clients and upgrades were deployed at a slow pace. In a world where the web plays a crucial role in business development, PSI was beginning to lose out.

David decided to put Tony through to Rolustech where a team of experts analyzed the needs of PSI and recommended the implementation of a Sugar CRM solution. The first task that Rolustech handled was regarding data migration from GoldMine to Sugar as it was one of the primary issues faced by PSI. Rolustech successfully moved more than 500 million quantities of data and the migration took place over a span of just two weeks as Rolustech was aiming to provide the company with a fully operational system as soon as possible.

Furthermore, the Sugar CRM solution was customized according to the needs of PSI, which allowed the company to gain a competitive edge in the market. Rolustech also integrated Sugar with MailChimp, making it easier for the company to reach out to customers via email campaigns. Moreover, Rolustech added an extra feature which is generally not available in Sugar; this feature allowed a monthly recurring revenue forecasting report to be generated for PSI. These reports facilitated PSI in dealing with its clients since the company could predict the Return on Investment with some level of accuracy.

With David's collaboration, Rolustech was able to provide PSI with on-site training regarding Sugar CRM to ensure smooth implementation of the solution. The assistance provided by Rolustech throughout eventually convinced PSI to sign a support contract which strengthened future relations between the two companies.