

# Adventus Project Team delivers at marketforce

"By the time the system went live our staff felt involved and saw the immediate benefits and this has been the best guarantee of success..."

Phil Doyle, Director

identify  
understand  
resolve

## THE BUSINESS

Marketforce is a fast growing UK based Events and Conference management organisation with a turnover of £30m. Marketforce Conference Division organises high-level strategic conferences in both the UK and Europe. Each event focuses on the needs of senior strategists in a particular industry or in relation to a specific new trend, regulation or technology.

## THE BUSINESS NEED

The Marketforce mailing list system was built using Microsoft Access and managed by an external company. The system did not live up to expectations and required heavy bespoke to suit the needs of the business. The system was brought back in-house and some improvements were made. The system held 300-400,000 contact records with up to seven duplications. The data was difficult to use and much effort was spent maintaining the data and de-duplicating it.

Customer points of contact (invitations to events, telesales and attendance at events) were all maintained on a separate contact management system. Marketforce required a replacement for their mailing system which would combine the key functionality of the contact management system as one source of data removing all duplication thus allowing access to key information, such as contacts who have attended a certain type of event, and contacts who never attend.

## THE ADVENTUS SOLUTION

Adventus helped Marketforce to assemble a project team to Select and Implement a new contact management system. The team focussed on the business processes surrounding the mailing and contact management processes to ensure that a system was selected which would fit the process.

Through a series of facilitated workshops, the Adventus team helped Marketforce to identify and understand their key requirements and take them to the market place. They then followed a proven selection process resulting in an agenda based system demonstration and pilot, proving that the system would work prior to contract and implementation. A rapid implementation followed with Adventus providing project management guidance and providing external status reporting and issue control. Adventus also developed strategies and approaches for the major tasks of data migration and user testing/training. The implementation approach involved rapid controlled prototyping allowing Marketforce to be able to quickly test a proof of concept.

## Further Information

**Adventus** is a fast growing business and programme management consultancy formed in 2001. Our aim is to help businesses **Identify, Understand and Resolve** the complex business issues which they face today.

We have a first class team of consultants with backgrounds in leading consultancies and industry, bringing with them the skills and competencies needed to deliver real business benefit. We are passionate about what we do, and this is reflected in the success of the assignments we undertake.

identify  
understand  
resolve

Adventus Ltd

### KEY FINDINGS

- In the mid-market sector for CRM applications Marketforce were surprised to find Siebel on the shortlist and would not have identified it without Adventus. Siebel proved to be an extremely powerful and cost effective solution.
- In order to obtain value for money there were areas of functionality which were not optimal – a thorough understanding of the business processes and the benefits to be achieved allowed the team to understand these issues and to find cost effective solutions;
- Marketforce is fast moving and reactive as an organisation and the rapid prototyping approach suited them well. This approach carried the risk of escalating costs which had to be carefully managed.

### BUSINESS BENEFITS

- Provided better direct marketing functionality, including criteria based data selection;
- Reduced the business' exposure to system failure;
- Provided a single source for shared data;
- Has very good functional fit to the business;
- Provided a system to facilitate improving the data quality;
- System was off the shelf and required no bespokeing;
- Intuitive to use - minimal training requirements;
- Reduced time spent on administration;
- Minimised data exporting and duplication to third party tools such as Excel.

### ADVENTUS CONTACT DETAILS

If you have any questions or require any further information about the business consulting services provided by Adventus then please feel free to contact Trudy Reynolds:

- ☎ 0207 877 0466 (Office)
- ☎ 07795 565 975 (Mobile)
- ✉ [trudy.reynolds@adventus.co.uk](mailto:trudy.reynolds@adventus.co.uk)