



GCC innova delivers a Microsoft Dynamics CRM solution to improve Hampson Aerospace Services bid conversion rates and customer management efficiency

Synopsis

Large organisations with multiple sites often face difficulties co-ordinating activities when bidding for complex contracts. Hampson Aerospace Services, a global supplier of complex metallic and composite structures, tooling and transparencies to the aerospace, defence and automotive industries, recognised these issues and addressed the problem using Microsoft Dynamics CRM running on a hosted platform.

Since implementing the solution the company has seen benefits including improved customer bid management, enhanced bid visibility & conversion, reduced major bid costs and greater sales organisation efficiency.



“We needed a CRM solution fast, GCC innova and our network provider, STAR, worked together to deliver a bespoke solution on time and on budget. The CRM hosted solution has enabled the business to collate data from multiple sites and provides a real time global bid data collection profile. The CRM solution implementation has enabled the business to move rapidly forward by focussing global resources on key customer projects and programmes.”

John Clegg

Head of Business Development Europe and Asia

The Challenge

Hampson Aerospace Services is a dynamic, international group serving the global aerospace, defence and automotive markets, consisting of 13 companies located throughout the UK, US and India. The company is involved in securing large tooling and integrated structures packages from companies such as Airbus, Boeing, BAE Systems, GE, Lockheed Martin, Northrop Grumman, Spirit Aerosystems, Vought and P&W.

These often involve a number of the group's companies combining resources to respond to complex multi-site bids. The business faces the challenge of ensuring co-ordination and co-operation during the bid and delivery process, across several sites within different time zones using relevant and up-to-date shared information.

With major bid costs that can reach tens of thousand of pounds per contract, visibility of bid status across a number of customers / contracts is essential for Group Management to reduce business risk and duplication of effort. Where client / programme confidentiality is required, this can be maintained through a security access protocol. The existing internal systems were unable to meet the needs of the growing organisation.



Hampson Aerospace Services' worldwide operations



Complex aerospace manufacturing processes



Precision engineering

The Solution

Having carried out a full review of the marketing, sales and management needs of the Hampson Aerospace Services organisation, GCC innova implemented Microsoft Dynamics CRM running on a hosted Cloud platform (see back page for more details about Cloud computing concept).

The configuration and implementation of the sales and marketing modules has provided a single harmonised view of the customer. With enhanced functionality, the application significantly improves a number of customer facing activities including marketing campaigns and bid management.

The application is hosted remotely in a secure data centre which provides reliable 24/7 global access via the internet: data centre duplication ensures a high level of business resilience.

The project implementation involved users across all 13 global sites and after initial business analysis and system configuration, was rolled out globally in only four weeks.

Hosted Microsoft Dynamics CRM

The Benefits

Hosted Microsoft Dynamics CRM is a flexible, on-demand customer relationship management solution that allows creation, tracking and updating of customer data to provide a 360 degree view of business from initial sales contact through to purchase and post sales activity. Relationships can be developed and new selling opportunities identified whilst minimising costs and reducing deployment time.

Microsoft Dynamics CRM was chosen by Hampson Aerospace Services to ensure that new business is identified, won and delivered more simply, effectively and profitably. In particular, the following benefits were important in its selection:

- **Reduced project implementation time / costs:**
 - Easy to use - familiar core tools are Microsoft Outlook and Internet Explorer ensuring user adoption is quick and simple
 - Lower training costs
 - Simpler to configure and customise
- **Improved sales and marketing process efficiency:**
 - Single centralised global customer database
 - Enhanced productivity from tight integration with Microsoft Outlook / Word / Excel
 - Easy data sharing - avoids multiple businesses within the group bidding the same products
 - 24/7 data availability - facilitates co-ordination of activity across different businesses / time zones for joint product bid preparation
 - Integrated marketing activity across the different companies to save time and money - for example, a combined mailing promoting Hampson Aerospace Services at Farnborough Airshow
- **Greater management visibility:**
 - Harmonised view of activity across all businesses via a simple dashboard view – see dashboard illustration top right
 - Clarity on market sector and competitor activity
 - Improved resource management – there are typically a small number of high value, resource hungry bids in the business requiring careful management
- **Improved customer management**
 - Customer data visible to all sales personnel
 - Co-ordination of resources within / across sites improves customer perception of Hampson Aerospace Services
- **Higher conversion ratios:**
 - Better evaluation, filtering and prioritisation of projects
 - Appropriate allocation of 'bid process' resources



Microsoft Dynamics CRM dashboard

Hosted applications

Hosted applications are IT software and services that run (hosted) at remote data centres and are delivered via the internet (the Cloud). Individual users and applications often use shared computing power, IT infrastructure and data centres thus reducing unit costs and providing economies of scale. As resources are shared between different users, costs are often billed 'per user' and / or 'per month' allowing pricing flexibility and reducing capital costs.

Hampson Aerospace Services selected Microsoft Dynamics CRM as a hosted application for the following key reasons:

- Data and applications are readily accessible 24/7, via the internet, for better and more informed decision making from any location using any web browser or mobile device
- The IT service can be rapidly set up and is readily adaptable for improved organisational flexibility - extra users can be added whenever required
- 'Always-on' reliable and secure hosting service - centralised hardware and software is run by IT professionals 24/7 using high quality HP servers and Cisco networking equipment in a secure ISO 27001 accredited building - ultimate service resilience is provided by data replication over several data centres
- Robust data backup procedures offer reliable and high performance data security
- Data centre licensing from Microsoft includes all updates and version changes so the software is always up to date. Upgrades and patches are usually done in the early hours of the morning so users enjoy continuity of service
- Affordability and payment flexibility - IT services are paid for as required, with no need to specify fixed cost IT infrastructure and no long term contract commitment

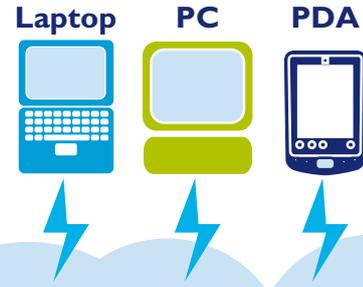
Infrastructure

Cloud computing is defined as hardware and software that relies on the internet for the delivery of certain applications and services. Many of the services provided can be seen in a web browser running on simple handheld devices or inexpensive laptops, rather than requiring a powerful computer running Microsoft's Windows or Apple's OSX operating systems.

Some Cloud applications and services are provided by large computer companies whilst other applications are supplied by businesses in other industries such as banking, retailing and the media, which want to create online services for their customers.

Data centres are typically large buildings housing central hardware, software and information (data). The data centre will provide a high level of business continuity using features such as redundant power supplies and multiple, large internet connections.

Running IT infrastructure becomes divorced from the user who no longer needs expertise in, or control over, supporting technology infrastructure. A simple internet connection is all that is required for data and application access.



SERVICES PROVIDE:

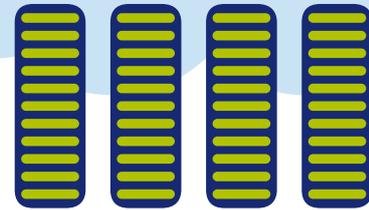
Search Facilities eg Search Engines (Google)

Business Applications eg Microsoft Dynamics CRM

Entertainment eg YouTube

CLOUD COMPUTING

An approach to IT that involves the creation and deployment of services and applications over the internet, supported by a centralised computing infrastructure



Online Servers

Microsoft Dynamics CRM

From first customer contact to after sales service, Microsoft Dynamics CRM provides a comprehensive web-enabled, Outlook and Office integrated solution, enabling greater customer satisfaction through collaborative relationship management for sales, customer service, field service and marketing processes.

Sales management



Leads



Opportunities



Contacts



Accounts

Marketing automation



Planning & budgeting



Lists



Campaigns

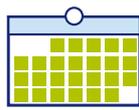


Reporting

Customer service



Case management



Service scheduling



Contracts



Knowledge base

Microsoft
GOLD CERTIFIED

Partner



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