

## **True Benefits: HP Mid-market Solutions adopted proRM**

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### **HP Mid-market Solutions GmbH**

HP Mid-market Solutions is one of Germany's largest system integrators for small and medium sized businesses (SMBs). HP Mid-market Solutions originated from the two German companies BOG and PlanOrg. After the two companies merged into the German subsidiary of Electronic Data Systems (EDS), HP Mid-market Solutions was created by Hewlett Packard's acquisition of EDS. Today, HP Mid market Solutions has 4 branch offices in Germany and more than 200 employees. So far, HP Mid-market Solutions carried out more than 2,000 customer installations. HP Mid-market Solutions acts as a full-service provider for systems, applications and IT infrastructure. Core competencies include business solutions for SMBs like planning, configuring and implementing solutions. Apart from that the HP daughter covers solutions for the automotive trade including dealer management systems for car dealers.

The initial contact to HP Mid-market Solutions was established during Microsoft's Worldwide Partner Conference in Washington. As a Microsoft Gold Enterprise Resource Planning Partner, HP Mid-market Solutions is a preferred customer and therefore has become not only an implementation but also distribution partner for proMX. The huge number of clients and projects and the variety in the company's portfolio showed that there was a strong need for a professional Software-based solution which is capable of handling both project and resource management.

#### **Requirements**

HP Mid Market's original IT management plan included a complete replacement of the existing ERP infrastructure, which was based on BaanIV with an ERP-System including CRM functionalities. This plan was driven by the need to consolidate different existing CRM systems following some internal reorganization. Eventually the company intended on integrating a project management solution. In the course of the first workshops it turned out

that there was no need to implement a new ERP solution. In the end it turned out that the best solution would be to develop an interface between BAAN and Microsoft Dynamics CRM 2011©which would also generate a substantial benefit for proMX as the solution proRM 2011 might be an interesting product for further potential customers.

The route for implementing proRM 2011 was defined clearly – BAAN was not to be replaced, an interface between BAAN and Microsoft Dynamics CRM 2011© should conduct the interchange of all relevant data, and proRM 2011 would be put in place as the professional services solution and project management system.

### **Implementation**

The entire implementation required a high degree of individualization. The proMX team customized the base application to meet the requirements of HP Mid market Solutions. Part of the main project included the migration from the old proprietary solution.

Considering the preconditions, integrating the existing Enterprise Resource Planning (ERP) solution as well as ensuring the entire provision of all relevant functions and features was certainly challenging. But the collaboration of the teams led to the right results. A very important benefit came from the team of HP Mid-market using the excellence in developing interfaces in the Baan environment. With proMX HP Mid-market Solutions had a reliable and professional partner that implemented the project in the most professional matter and on time.

When introducing and implementing Microsoft Dynamics CRM 2011 © the HP Mid-market installation was one of the first on the market – it was positive proof for proMX's leading role in the field of Microsoft Dynamics CRM ©. When the final version of MS Dynamics CRM 2011 © was available in March 2011, the complete HP installation was upgraded.

### **Results**

As part of the project accounting proRM 2011 provides significant advantages in the area of timesaving while configuring and finishing quotes for the projects. Additionally the solution enables project managers to achieve higher accurateness in service estimations and price calculations.

*“We were looking for a professional service provider solution and with proRM we found the perfect fit for managing our projects, starting with customer acquisition and human resource management, project management and project risk management and down to accounting, quoting and final completing projects.”*

[Mr. Christoph Schwarz, CEO of HP Mid-market Solutions Germany, proRM 2011/CRM 2011 with 230 Seats]

proRM offers various advantages during the project for the complete process of project management. Customers can achieve better revenue forecasts as proRM 2011 combines sales forecasts following the Microsoft Solution Selling Process and project planning with project assignment to employees (assigning employees to task and project defines the exact service delivery date).

Additionally, project managers can plan the workload for employees more accurately. As a result, the average utilization per employee increases tremendously by about 5%. Therefore the revenue per employee increases by about 10% whereas the costs for the employees are nearly stable.

### **Cooperation**

Based on the good experiences within projects and the excellent results, proMX and HP Mid-market agreed to incorporate a business partnership. As such, HP Mid-market Solutions offers and integrates proRM into its own solutions. In unison proMX distributes the formerly exclusive BAAN Interface with its projects. Now, customers in Europe and worldwide can benefit from this partnership.

<b>Country</b>	Germany
<b>Industry</b>	IT Services
<b>Employees</b>	>200

## About proMX

The German software company proMX, situated in Nuremberg, was established as a system integrator and software development company in 2000 by well-versed IT-Experts Peter Linke, Georg Schmidt and Thomas Dorn. From the get-go the company pursued an integral solution strategy for the implementation of projects with middle sized business clients. In doing so, proMX always set value on an integrative approach when realizing the client's project. The tailor-made solutions are fitted to the client's infrastructure and requirements individually ([www.proMX.net](http://www.proMX.net)).

The foundation of our success lies within the long-term operation experience and networked knowhow of our in-house and external experts. The company is one of the leading Microsoft Gold Partners in Germany and holds numerous awards including the Independent Microsoft Software Vendor. proMX GmbH is a founder member of the CRM Vision Group, a cooperation of six well-known Microsoft Dynamics Partners. ([www.crmvisiongroup.com](http://www.crmvisiongroup.com)).