



IBM NZ Business Partner Awards

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Resellernews

A total of 13 companies made it through to the final round of the IBM Business Partner Awards. Here we profile the best entries in the Industry Innovation, Best Small Business Deal and Best Built on Express Solution categories. The remaining finalists will be featured in the November 2 edition of *Reseller News*.

The award winners will be announced in the November 16 issue, while the November 30 edition will carry a supplement featuring the individual category winners.

Crossware helps farm supplier tear down fences

Finalist: Best Built on Express Solution

CROSSWARE DESCRIBES THE CRM system it installed for Combined Rural Traders as 'wall to wall', because the aim was to break down the divisions between each area of the business.

Combined Rural Traders (CRT) is a farmer-owned collective that works to reduce the cost of farm purchases and provides farmers with the specialist equipment they need. It has nine divisions ranging from irrigation and seed to fertiliser and finance.

Crossware sales and marketing manager Ken Fairgray says prior to the project CRT was new to CRM and the concept of information-sharing between departments.

"On the cultural side the project was about getting people to see themselves as the eyes and ears of the entire organisation, rather than be on the farm to do one particular job. They'll always have specialists, but it's about educating

people to watch for nuggets of information that are gold in the hands of colleagues."

Crossware built the system on IBM's Domino server and the Lotus Notes client. He says the technology was ideal for CRT's needs because of its offline functionality.

"An important technology need was a system that wasn't dependent on communication right

back to the server, but still gave them the data they need to do the job well, such as the history and prior communication [so as] to be fully informed."

CRT also has a strong focus on rural events, so Crossware delivered a module allowing detailed financial analysis of the sales and new business resulting from these particular events.

Crossware is active in the rural sector, but spent four months learning about CRT's business model. It interviewed

staff from each business unit and ran workshops to debate ideas with them.

It supplied CRT with new Domino licences, as well as licences for the CRM program, and customisation, implementation and training.



Ken Fairgray