sugarcrm

i OEM: Symphony Provides Best-in-Class CRM to Professional Services Firms

SYMPHONY

INTRODUCTION

Renowned for its success with the Advance™ Practice Management System, Symphony's sister company, Advanced Professional Solutions (APS), recognized the need for a world-class CRM solution to focus on helping its accounting and consulting clients develop more business and improve client relationships.

The company knew a customer relationship management platform was the logical answer. Rather than trying to catch up with the rest of the market, Symphony was founded and chose to leapfrog its competition by partnering with a leading CRM provider.

When Symphony evaluated the leading CRM platforms, only one company met the goals of functionality, agility and ease of use: SugarCRM.

"When we recognized that the solution was not going to come from a practice management side, we set out to deliver to our clients and market a best-of-class CRM solution, and that solution is built on Sugar," says Brian Coventry, CEO of Symphony.

ABOUT SYMPHONY PROFESSIONAL SOLUTIONS LIMITED:

Description: Symphony provides software solutions for accounting firms and other professional services companies, including collaboration, automation, integration, and customer relations and practice management technologies. Leveraging its customized Sugar platform (SymphonyCRM), Symphony embeds best-in-class CRM capabilities from SugarCRM into its suite of practice management software.

Headquarters:
London, UK

Customers Include:
Mazars, Chantrey Vellacott, , McKenzies

Founded: 2012

Website:
http:www.symphony-at.com

CHALLENGE: Equip professional services firms with a CRM solution that easily integrates with practice management systems and other enterprise applications.

- Drive business growth
- Provide mobile solutions
- Facilitate strong client management

SOLUTION: Sugar platform tailored to the specific needs of professional services firms and branded as SymphonyCRM.

As a Sugar OEM partner, Symphony realizes:

- Faster time to market with a highly customizable CRM
- Greater agility in pioneering functionality because of its alliance with a Sugar-affiliated development team; and
- Enhanced opportunities for clients because the CRM solution provides:
    - Mobile functionality that keep all teams up to date and increases transparency,
    - Customized modules that support client review and management, increasing opportunities for successful up-sells; and
    - Integration into each firm's Practice Management Solution

CAPITALIZING ON BEING A SUGARCRM OEM PARTNER

As an OEM partner, Symphony can embed and modify Sugar while retaining its own IP, rebrand Sugar as its own and distribute Sugar code through direct or indirect channels. The OEM also has control over prices and terms.

An accountant and software industry veteran, Brian knew he had high marketability in Sugar because the CRM solution adapts easily to the needs of most industries.

Integrating Sugar with the Advance Practice Management System, which had a sizeable market share among large accounting firms, was a symbiosis that made sound business sense. And filled a market void.

"Accounting firms are adept at tax and accounting compliance, advising clients, and structuring transactions. They want to improve business development and marketing," says Brian.

That is why he knew he could open new horizons for professional services firms, such as accountancy, by making Sugar the bedrock for SymphonyCRM.

"If you look at practice management systems, they are a mature solution. But accountants and other professional services firms know they have to adapt to today's environment by growing their businesses through sales and marketing," says Brian.

With SymphonyCRM as the single source of business information across all platforms, business operations become more productive and efficient, leads and sales are handled with continuality and transparency, and firms develop a deeper understanding of their clients.

"Using Sugar, we developed an easy-to-use platform that has mobility and puts relationship management in the centre of its design."

Brian Coventry, Symphony CEO

CREATING THE RIGHT FIT

Working with a veteran SugarCRM implementation partner – DataSync Corporation — Symphony adapted Sugar in a variety of ways to better serve the accounting industry. Some were as simple as changing terminology to fit accounting jargon — Accounts became Organisations, Cases became Chronicle.

Other tasks were more complex, including creating clear database definitions and building modules that align with business processes specific to professional services.

Among the modules Symphony and DataSync have implemented or are developing:

- Richer Relationships: Comprehensively documents multiple relationships – clients, prospects, and referrals; creates a constantly updated matrix of positions people occupy in the targeted company; cross-references with the Sugar Opportunities Module.

  "These are associations no one was making before, and now they are being done automatically, unearthing insights that can drive sales performance through cross-selling opportunities," Brian says.

  "We think this module has general appeal, and we are looking to add value to the OEM community and the wider Sugar audience by making that available at some point," he adds.

- In the development stages are a module that will track events, seminars, and conferences for firm members and associates; and another that will monitor customer feedback scores about the firm.

"I can see us getting to five or six modules that we will develop for the accounting market," says Brian.

Symphony's mobile functionality, based on the out-of-the-box SugarCRM Mobile app, is becoming one of the core selling points for professional services firms,

"Firms understand that an on-going relationship has to be managed differently than before, that a mobile solution has to be part of that client interaction", says Brian.

Because Sugar can be hosted on-site, on a partner's server or in the cloud, Symphony had the options it needed to satisfy clients who handle sensitive data.

"The choice of deployment was key, as some firms are still sensitive to client data being held in the cloud whereas others are keen to use the CRM project to explore cloud options," Brian says. "Limiting firms to one deployment option and making adaptations an expensive exercise turned us away from some of the other CRM options."

"In Sugar, we have a partner that supports us in adapting its CRM platform to suit the specific needs of the clients we serve.

Brian Coventry, Symphony CEO

BRINGING IT ALL TOGETHER

By developing some of its own applications within Sugar and creating bridges to business process automation and email clients, Symphony is merging instruments of business into a stirring composition written for success.

"We're seeing new possibilities all the time," Brian says. "I can't wait to figure out what Sugar and Symphony can do next."

INTEGRATIONS	CUSTOMIZATIONS
• Echosign: Electronic document signatures • SymConnect: Integration server for CRM, practice management and other databases. • SymphonyDOX: Document automation system • SymphonyMobile: Sugar platform for mobile devices • ActOn: Marketing automation • Mailchimp: Email marketing • Dun & Bradstreet: Data for sales and marketing • Bureau Van Dijk: Database used for business development and risk management • Hootsuite: Social media	• SymphonyPortal: Gateway for clients to interact with the firm. • Revised module terminology to be industry specific. • Richer Relationships Module: Tracks multiple relationships and referrals across databases and updates staff functions at client and prospect companies. • Opportunities Module: Cross-referenced with Richer Relationships. • Events Module (planned): Tracking public events of interest, professional conferences, etc. • Promoter Score Module (planned): Tracks client feedback