



Case Reference

R&M Recycling increases operational productivity 400% with tailored Dynamics CRM system from NexusTek

“With NexusTek, we weren't just dealing with a company that knows the Dynamics CRM product, but with a company that understands the whole IT picture as well. That has proven to be a benefit.”

*Andrew DeBaise, Managing Partner
R&M Recycling*

Customer: R&M Recycling

Web Site: www.randmrecycling.com

Customer Size: Small Business

Location: Denver, CO

Industry: Transportation



Customer Profile:

R&M Asset Solutions knows that everyone in the transportation industry comes across the same problems. An item in your fleet becomes obsolete, wrecked or retired and you need an outlet to turn these item into cash quickly. R&M purchases any wrecked, rejected or surplus equipment Nationwide and in Canada. We provide payment upfront and handle all removal and disposal providing an easy turnkey solution to this industry age old problem.

Software and Services:

- Dynamics CRM Online
- System Design
- System Deployment, Including: Installation, System Configuration, System Customization, User Training and Project Management
- Post Deployment Support

Hardware:

- No additional hardware was required for this CRM Online project.

For More Information Call:

NexusTek
303-773-6464

The Challenge

R&M Recycling pioneered the niche Obsolete Transportation Equipment Recycling industry with a team of employees who had deep industry experience and expertise. Significant company growth combined with increasing competition made it clear that they needed a system that was as good as their people.

R&M Recycling buys, transports, and sells obsolete transportation equipment on behalf of their customers in the trucking industry. In doing so, the company must track significant specialized logistical data as well as activities and communications. Prior to working with NexusTek, R&M Recycling tracked this information via email, paper, spreadsheets, and in their heads. As volumes increased, it became more and more difficult for employees to have access to the information they required to work together, and often the available data was incorrect. At the same time, new competitors were entering the market making it harder to acquire and retain customers and maintain margins.

R&M Recycling needed a way to improve efficiency of processes as well as accuracy and availability of information in order to improve customer service and create a competitive advantage in their marketplace.

The Solution

R&M Recycling spent considerable time searching for a solution that would meet their unique organizational hurdles. The company looked at developing a totally custom system but felt that they would be ultimately paying to reinvent the wheel. They evaluated ERP systems but determined that in order to get the functionality that they needed, the cost would be too high and the time to implement too long. They also evaluated packages designed specifically for the scrap metals recycling industry but decided that they would not provide the tools required for external customer communications and processes.

When a team member recommended NexusTek, based on a previous successful project, NexusTek took the time to evaluate the business and challenges of R&M

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About :

NexusTek helps businesses leverage IT to manage and share information, automate processes and create efficiencies. We focus on key Microsoft technologies such as Dynamics CRM, Dynamics SL, Business Productivity Online Suite, Exchange, SQL Server, SharePoint Services, Windows Server, Small Business Server, and desktop platforms including Windows Vista and XP. We maximize information availability through remote access solutions including secure Terminal Services, VPN, Web Portals and other web-based access methods. Our expertise ranges from strategic IT consulting and planning services to IT project development and management. NexusTek is a value-added reseller for leading hardware platforms from Dell, HP, IBM, SonicWall, Cisco, 3Com, and more.

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Recycling. They quickly realized that the organization needed a system that would enable them to track their specialized data, processes, and communications. The system would need to be centralized and accessible not only to their internal geographically dispersed team but to their external customers as well. The system would also need to be cost effective and expedient to deploy and adopt.

After careful evaluation, NexusTek designed and proposed a tailored solution based on Microsoft Dynamics CRM. The system was rapidly configured to track the unique data, transactions, workflows, and security that R&M Recycling required using the built in customization and extension tools. The native integration to Outlook enabled users to continue to manage communications and activities using the same familiar tool they were used to, but with the additional benefit of relating these items to relevant structured data in a centralized repository that was accessible by all team members. Dynamics CRM's web technologies also made possible the rapid deployment of a custom web portal where customers could securely access information.

The Benefits

Reduced Operational Costs - According to Andrew DeBaise, Managing Partner for R&M Recycling, the company has achieved a 400% increase in productivity through the new Dynamics CRM system. "We can now handle twice as much volume with half as many people. That is not a projection, that is what we have realized in the last 6 months."

Improved Customer Service – According to Mr. Debiase, the difference in their ability to respond to customers in a timely fashion is "night and day." Employees are now empowered to work together as a team to quickly obtain complete and accurate data to respond to customer inquiries and issues. "It used to take up to a week to respond to some customer inquiries, now it takes 30 seconds for most" said Mr. Debiase who also reports that data errors have decreased from 20 percent to 2 percent.

Increased Competitive Advantage – The R&M Recycling sales team have reported not only higher customer retention rates but also increased volumes with existing customers. Additionally, the sales team is experiencing increases in new customer acquisition through their ability to demonstrate their exclusive systems to customers.

“The difference between NexusTek and their competitors was a willingness to understand what we wanted”

*Andrew DeBaise, Managing Partner
R&M Recycling*