EXPLORE DOMINO   SCHEDULE DEMO

NOVOTEX
INNOVATIVE COATING TECHNOLOGY

Customized CRM System Based on Domino Helps Business Soar to New Heights

| Reduced request-processing time | Increased co-worker collaboration | Greater customer satisfaction |

Industry: Industrial Chemical, Textiles

Products: Domino, Notes

Business Partner: Digiway srl

Challenge

Novotex wanted to reorganize its customer information across sales, product managers, and lab operations and make the data workflow easier to manage and communicate.

Solution

HCL Business partner Digiway built and delivered a fully customized CRM system based on Domino that had more capabilities than off-the-shelf solutions previously considered.

Results

The Domino CRM system means that all corporate information is immediately accessible to all employees which fosters both document sharing and increased collaboration.

> "Introducing the Domino CRM application from Digiway allowed us to achieve the goal of centralizing, streamlining, and standardizing company information. The coordination and easy data sharing have led to more effective business management, greater customer satisfaction, more targeted marketing campaigns, acquisition of new customers and improved our brand reputation.
>
> CRM is the focal point of a broader optimization project by introducing a new and modern 'collaborative' paradigm."

— Daniele Vecchi
IT Leader Novotex

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Organizing Business Workflow

In 2016, Novotex Italiana S.p.A. requested HCL Business Partner Digiway to help reorganize its corporate information flow relating to all customer interactions and overall market portfolio and presence.

This reorganization took into consideration the requirements of various professional disciplines — management, sales staff, product managers, laboratory and internal operational technicians — while making sure not to disrupt the external-facing customer interactions and product portfolio information.

A Custom CRM System Comes to Life!

Digiway presented a completely customized CRM, based on an existing HCL Domino infrastructure and content. This solution would allow the opportunity to take advantage of all business functions and not be limited by the subset of functionality that pre-packaged, off-the-shelf solutions provide, so Novotex could better adapt to customer needs.

The first phase of the custom project was to integrate with the existing data in the company's ERP system. This step was done using a special Digiway tool, called Digiway Data Mover, that handled the synchronization of data for customers, suppliers, products, invoices, shipments and customer portfolios.

On top of this core CRM system several other modules were built, such as a problem ticketing system, PIM management, customer visit reporting, price lists for products, creation and scheduling of newsletters and a centralized repository of customer communications.
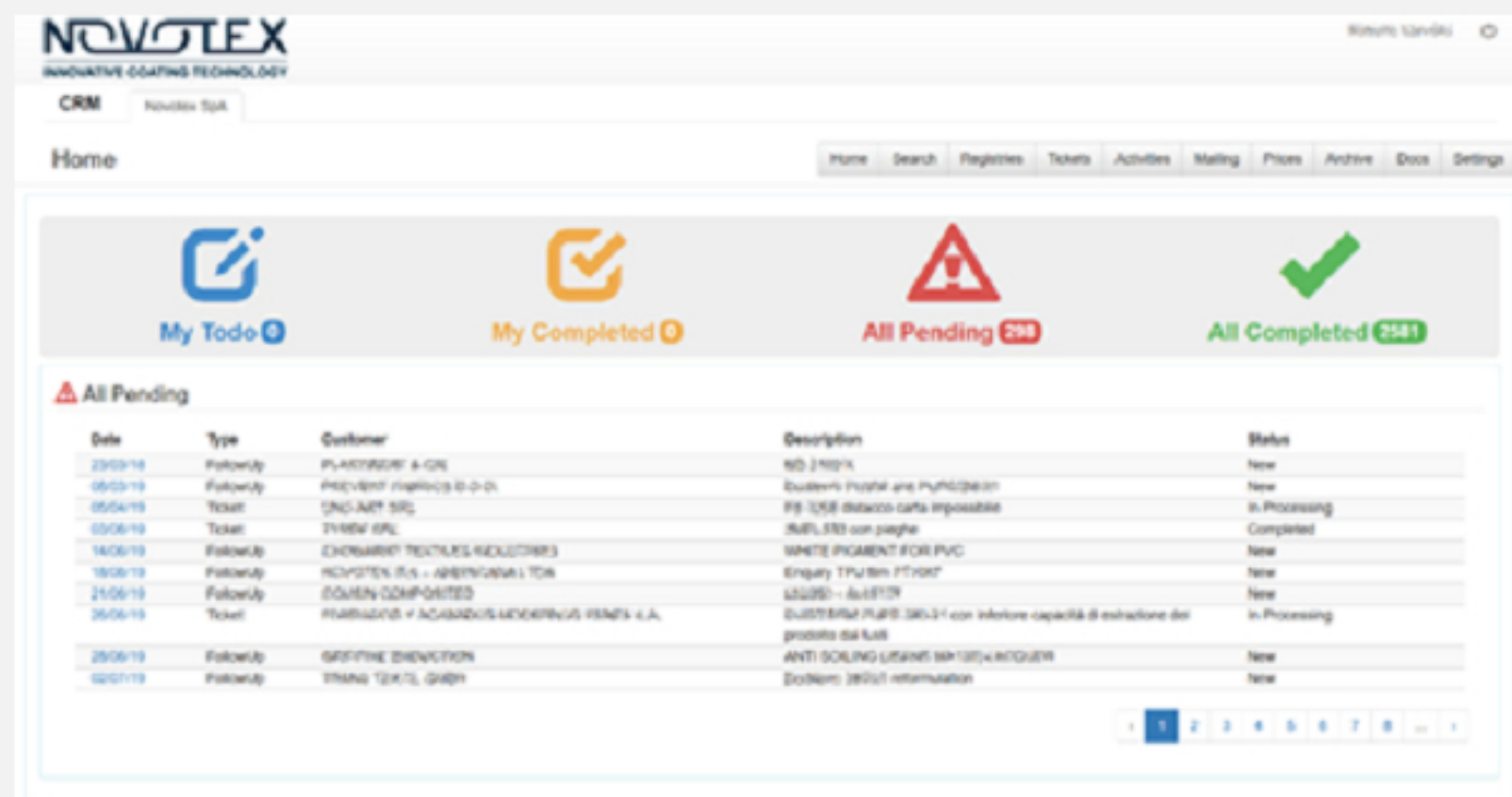
A Full-Service Solution

The new CRM solution has nearly eliminated all use of "personal" documents. Instead documents and product information are shared across the organization, and this has fostered a higher level of cooperation and collaboration among colleagues.

Also, the way information is accessed was simplified, making the CRM system immediately usable by all colleagues, regardless of skill level or whether they are new hires or long-time employees. Internal procedures were also improved by moving from a completely manual management to a unified and shared workflow system for automatic processing of requests and approvals. The CRM system acts as an intermediary for the various stakeholders who were involved in the approval processes. This has significantly reduced waiting time as requests move through the multiple phases leading to final approval and executive signoff.

About the Company

Novotex Italiana S.p.A. has been operating in the global market coated fabrics since 1970. Today, it is ranked as leaders in the industry and serves a reference point for those who want to position themselves at a highly competitive level, thanks to specialized know-how, experience, ongoing research, and the development of cutting-edge technologies.

About the Business Partner

Since 2001, Digiway has been installing, administering and developing solutions dedicated to collaboration in the company and with the reference ecosystem, a story that began with IBM and continues today with HCL.

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To learn more about the HCL Domino, please contact your HCL representative or HCL Business Partner and schedule a demo.

SCHEDULE DEMO

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Actian Vector	Hero	VersionVault
AppScan	Leap	Volt MX
Atlas	Launch	Workload Automation
Automation Power Suite	Link	Mainframe Solutions
BigFix	Notes	Z Asset Optimizer
Clara	OneDB	Z Data Tools
Commerce	OneTest	Z Abend Investigator
Compass	OneTest Embedded	Z and I Emulator
Connections	RTist	Cloud Native
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Digital Experience	Sametime	
Domino	SoFy	

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