

ITN Source Maximizes Sales Productivity using Salesforce SFA and AppExchange



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— Sue Thexton
Managing Director

Industry

Media

Geographies

Worldwide

Challenge

- ❑ Replace outmoded Virtual Office CRM system
- ❑ Manage international office expansion and 40 percent annual sales growth
- ❑ Introduce a scalable and functionally rich CRM system

Solution

Deployed Salesforce.com sales force automation (SFA) among 80 sales professionals in seven territories worldwide, to create a single, comprehensive view of broadcast and other customers

Results

- ❑ Significantly quicker and easier to produce quotations, record research results, place and track orders, manage the production process and track shipments
- ❑ Enhanced ability to accurately analyze near real-time reports on sales enquiries, orders, fulfillment and financials
- ❑ Enabled marketing team is able to concentrate efforts on the right customer segments and target audiences
- ❑ Quick and simple to adapt the system to unique and diverse needs
- ❑ No up-front technology investment and drawn-out deployment; minimal impact on IT resources.

In this multimedia age, it seems that almost everyone needs broadcast footage—just ask ITN Source. With access to defining moments and images from three centuries, the company is experiencing unprecedented demand for its services from broadcasters, advertising agencies and other customers. Using Salesforce SFA and AppExchange, ITN Source has created a single, unified view of customers worldwide. This intelligent customer insight has enabled the company to maximize sales productivity, increase sales effectiveness, and manage the end-to-end archive usage process more efficiently.

700,000 hours of footage

ITN Source (formerly ITN Archive) is one of the world’s largest and most respected providers of moving image content, housing over 700,000 hours of footage across a diverse range of collections including historical footage, iconic images, music, entertainment programmes, natural history and film. With hours of material added everyday, ITN Source is the world’s fastest growing video archive business, containing defining moments and images captured over three centuries. ITN Source represents the footage of ITN, Channel 4, Granada, British Pathé, Reuters, Fox News and Fox Movietone and other specialist collections.

The explosion in multimedia broadcasting has led to a significant growth in demand for archive material from program makers, advertising agencies, education authorities and corporate customers worldwide. Until recently, ITN Source was using a rudimentary Virtual Office solution to receive, track and manage customer orders. But with archive demand now growing at a rate of up to 40 percent annually, the company realized the solution had run its course. “Our previous system lacked the scalability and functionality we needed to manage an increasing volume of sales opportunities,” explained Sue Thexton, Managing Director, ITN Source. “As we expanded into more international territories and acquired more customers, we needed a new sales management system which was flexible, easy to use, and quick and cost-effective to deploy.”

Salesforce.com: the only viable solution

Partnering with Deloitte Consulting in the UK, ITN Source evaluated six on-premise and on-demand Customer Relationship Management (CRM) vendors—including Salesforce.com. For Sue Thexton and her team, Salesforce.com was the only viable solution. “We had a deadline to deploy the end-to-end sales management system worldwide in only three months—and for that reason we shied away from a more complex, time-consuming on-premise CRM solution. Salesforce.com offers us unrivalled functionality and flexibility, it requires minimal technical support, and it is incredibly straightforward to use. Salesforce.com also demonstrated a passionate desire to win our business; they were responsive and commercially flexible. We delivered the solution on time and on budget in the three month window.”

ITN Source has deployed Salesforce.com’s flagship sales force automation (SFA) application to 80 sales professionals worldwide to create a single view of its customers. The hosted SFA solution provides a unified view of each and every sales contact, including their profile, archive purchase history and relationship with ITN Source. When a customer contacts the company to request archive material—using their preferred channel of communication—all of the details concerning the order are recorded in Salesforce. This can be shared among all the relevant members of staff to ensure the order is properly managed, processed, delivered and invoiced according to the customer’s needs.

Personalized dashboards provide comprehensive management reporting and analytic insight into any situation, from revenue forecasts and demand for particular archives, to customers’ trends and buying behavior. The system is also being used by ITN Source’s marketing team to create, execute and analyze the results of multichannel marketing campaigns—all geared towards maximizing demand for the broadcast materials.

“The management team can now accurately analyze real-time reports on sales enquiries, orders, fulfillment and financials. And our marketing team is able to concentrate efforts on the right customer segments and target audiences.”

— Sue Thexton
Managing Director

AppExchange Builder

ITN Source has taken advantage of the quick and simple customization functionality in the AppExchange Builder to adapt the system to its unique and diverse needs. For example, the broadcast footage does not have a single price, as the charges vary dependent upon where the footage is being broadcast, for what period, and in which geography. This demands a unique sales configurator—all of which has been created using AppExchange Builder. “It is remarkably simple to change the system to meet our changing needs,” said Sue.

Sue said, “Salesforce is making a real difference to what we know about our customers. For every member of staff, it is now significantly quicker and easier to produce quotations, record research results, place and track orders, manage the production process and track shipments. The management team can now accurately analyze real-time reports on sales enquiries, orders, fulfillment and financials. And our marketing team is able to concentrate efforts on the right customer segments and target audiences.”

For More Information

Contact your account executive to learn how we can help you accelerate your CRM success.

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