

SECC Project Overview

THE COMPANY

Established in 1985, The Scottish Exhibition and Conference Centre (SECC) has grown to become Scotland's premier national venue for public events, concerts and conferences. In financial year to 2009 the SECC hosted over 200 events and had a T.O of over £15m – up 10% on the previous year. As it has grown, the SECC has branched into new media channels, providing a number of on-line ticketing sites, including the newly launched ticketSOUP.com

THE CHALLENGE

The organisation had two sales teams; one focusing on the longer-term sales of conferences and the other on the much shorter-term sales of concerts and events. Each team had very different ways of working with their own processes and measures, using two separate ACT databases and structuring their data in different ways. This separation between the two teams made it virtually impossible to collate the data to give an accurate and up-to-date overview of the sales situation across the whole company. This way of working was also resulting in an increasing amount of duplicate effort and the loss of potential synergies.

The business identified that the old systems were no longer meeting their needs and did not have the flexibility to meet their needs into the future. The challenge was to find a solution that could offer this flexibility and support both sides of the business.

THE SOLUTION

The objective was to bring both sales teams together onto one system, which would allow them to collaborate as a single team, while still providing enough flexibility to support both the conference and concerts sides of the business. The new system had to support current needs, and be able to adapt quickly and easily for future requirements.

The company was clear on the capabilities needed from this new system which would support their business processes and move their sales to the next level. Under the guidance of their Head of IT, Alan Taylor, First eBusiness worked with the SECC to analyse their requirements and identified that Microsoft Dynamics CRM was the right solution for them, providing strong customer management and collaborative tools with a high level of extendibility.

Bespoke development was required to adapt Dynamics CRM's Sales module to incorporate SECC's very complex and quite unique pricing structure into the automatic generation of quotes whilst also allowing for ad hoc variations. First eBusiness developed this functionality to sit seamlessly within the CRM solution, giving the SECC a solution that meets their individual needs, built on the standard Microsoft solution and not limiting new Microsoft Dynamics CRM release upgrades of the system.

A custom web application was also built and integrated into the CRM interface. This gives users a dynamic overview of their customers and events, pulling together all the data they need to see in one view.

Migrating the existing data presented several challenges: Data was located in two separate systems with different data structures and, to add to the complexity, some areas of the data from each of the systems represented the same information. All of this data had to be restructured and combined seamlessly together, preserving the integrity of the data and providing both teams with a system in which they could intuitively find and work with their own data, as they had before.

The new structure also had to give good reporting capability and allow the system to be easily extensible in the future.

First eBusiness worked closely with the SECC to plan exactly how the data should map. The data migration tool Scribe Insight was used to build a complex set of scripts to bring the data across from the two systems into the correct structure, cleaning and de-duplicating the data at the same time.

THE BENEFITS OF THE SOLUTION

The new system has changed the way the sales teams work, giving ease of access to information, sharing data across teams and supporting new common procedures. Outlook integration makes tracking of correspondence effortless. The SECC now have exactly the reporting that they wanted.

Alan Taylor, Head of IT, SECC, said; "We knew we were dealing with on the ball people. We had the vision of what we wanted and First eBusiness was able to deliver the solution that we needed. The complex data migration, moving from two data structures and two databases went without a hitch."

With the success of this project, SECC is planning to roll out further CRM functionality including Marketing and Business Intelligence functions, as well as integrate the system with existing in-house applications.