



# **QUEBECOR WORLD INC. (QWI) Selects Montera to Introduce Customer Relationship Management (CRM) to their Global Sales Force**

**Defying all boundaries through global advantage and customer reach is nothing new for Quebecor. With competitive solutions for all business needs, Quebecor leverages their customer relationships at a world level to gain competitive advantage. Quebecor turned to Montera Corporation to apply CRM expertise to their world of printing.**

*“Montera expertise in the CRM field combined with their Onyx experience has proven to be essential for the implementation of our CRM system on a world-wide basis”*

**Joe Pannunzio**  
*Chief Information Officer*  
*Quebecor World Inc.*

### **CLIENT PROFILE – QUEBECOR WORLD INC.**

Quebecor World Inc. (NYSE:IQW, TSX:IQW.SV) is one of the largest commercial printers in the world. It is a market leader in most of its major product categories which include magazines, inserts and circulars, books, catalogs, direct mail, directories, digital pre-media, logistics, mail list technologies and other value added services.

The Company has approximately 31,000 employees working in more than 130 printing and related facilities in the United States, Canada, Brazil, France, the United Kingdom, Belgium, Spain, Austria, Sweden, Switzerland, Finland, Chile, Argentina, Peru, Colombia, Mexico and India.

### **Tradition and Innovation**

Quebecor World is part of the digital revolution. They innovate with up-to-the-minute communications services. They combine creativity with technology to introduce new products and peak into new markets. The only truly global commercial printer, Quebecor leads in technological innovation. They leverage their size to become the most efficient provider of flexible, integrated print media solutions to their customers, beginning with pre-media all the way until the printed piece!

[www.QuebecorWorldInc.com](http://www.QuebecorWorldInc.com)



### **THE BUSINESS CHALLENGE AND OBJECTIVES:**

With a distributed global sales force, running over 130 printing facilities in different time zones, staying on top of sales forecasting and pipeline management is critical to the success of Quebecor World. Equipped with state of the art printing technology around the world, QWI wanted to expand the use of technology to their Sales professional.

Through the use of ONYX (a Customer Relationship Management (CRM) systems), QWI would now have an efficient Sales automation tool that provides up-to-the-minute sales pipeline information at the figure tips of the decision makers.

### **THE ONYX SOLUTION THAT MONTERA DESIGNED FOR QWI**

The Montera CRM analysis team was first engaged to understand and document QWI's current sales processes. Workshop sessions were used to interview and document the processes associated to more than eight different operating divisions in the areas of Catalogue, Magazine, Retail, Directories, Logistics, Books and Premedia.

### **Integrating to QWI's Customer Master Database**

QWI's processes were designed around the use of a Customer Master Database that was used to record accounts, required contacts, titles being printed and financial data that was required for QWI's back-end's



Financial and ERP systems. Although this Customer Master Database provided a solid Infrastructure for tracking the information needed to handle sales and delivery these sold services, QWI did not have an infrastructure that enabled them to easily track and monitor their sales pipeline on a world-wide basis.

The implementation of the Onyx system Sales automation functionality provides QWI with timely Sales Opportunity Management, Pipeline Management and Sales Forecasting capabilities. What use to take up to 3 weeks of intensive spreadsheet manipulation by the Sales and Operations team, is now instantly available. Sales pipeline chart like the one below is instantly available to management using Onyx embedded Cognos ReportNet technology.

### Integrated Cognos ReportNet Reporting

Onyx's Reporting engine is Cognos ReportNet. It provides QWI with data that they can trust. It gives them a single, accurate view of their customer information including sales pipeline and forecasting reports. Instead of spending time debating the validity of the Sales data, QWI is now spending time planning and decision making.

### Integration of Adobe Acrobat forms to the Sales Force automation process

QWI Sales team used numerous paper forms that were manually filled to document the customer's requirements. In total, more than a dozen different paper forms were being used producing a number of errors that needed correction and rework. These forms were then forwarded to estimators and schedulers that would then fill out other forms. Montera proposed that Adobe Acrobat forms be used to input this information which would be instantly stored within the Onyx system for tracking, updating, and

Printing and searching of print jobs requirements. Montera designed an Adobe PDF form that has replaced all these forms through the use of one form.

### CONCLUSION

With Montera's CRM expertise, QWI has implemented a sales force automation tool that provides them up-to-the-minute sales and forecasting capabilities while introducing efficiencies in their sales process. There is an overall sense of stronger management capabilities and greater visibility of the sales process on a worldwide basis.

### ***Cognos ReportNet reporting was used to provide Sales Pipeline and Forecast Reporting***



### ***Adobe Acrobat PDF forms were designed to gather Customer requirements. These forms were designed with end-user adoption in mind since they highly resemble the paper forms that were previously used. However, these new forms are used as the data interface to the Onyx CRM system and can be printed just like any other PDF form.***



### ABOUT MONTERA:

Montera specializes in delivering Professional Services that assist organizations in leveraging the power of technology to meet those needs. We firmly believe that it is in the intelligent application of technology that organizational success is achieved. That requires the kind of strong combination of technology and experience that Montera has developed.

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