

We must be able to see what's going on at each stage of the sales cycle

# Startrade discovers freedom to work anywhere with Zoho

## COMPANY PROFILE



INDUSTRY  
Info. Technology &  
Services



TYPE  
B2B



SIZE  
1-10 employees

## COMPANY CRM CRITERIA



Import options



Pricing



Mobile CRM

**Startrade** develops and distributes solutions for Industries and Logistics Operators. Services consist of process optimization of packaging, palletizing, planning and optimization of loads on vehicles, operations planning, Supply Chain, Milk Run, Import and Export. Startrade has experience working with companies of all sizes and segments.

Besides providing counseling support, Logitek offers a wide range of solutions to structure a project from design through deployment. These solutions include: automation and control solutions (drives, fieldbus, programmable automations (PCL), safety solutions, HMI, variation in versions), motion control, communication (gateways, industrial modems, OPC servers), HMI/SCADA visualization (HMI devices, industrial PCs, SCADA platforms, version control), remote management (RTU devices, telemetry protocols, industrial modems, SCADA platforms, version control), change management solutions for alerts management, and industrial cyber-security.

Logitek's headquarters is in Barcelona, with satellite offices in Bilbao, Madrid, and Bucharest

## Challenges:

Since 2001, Luis Gardolinski always knew he needed some type of CRM solution to replace his pen and paper—and memory—method of managing clients and prospects. Gardolinski's first foray into contact management and CRM was the software package ACT. While ACT was useful, the data was tied to a specific physical machine. In order to capture information in the company's contact database, salespeople had to return to the office and recopy their day's notes onto a computer where ACT had been installed. Then, after entering the data, all that information had to be synchronized.

The wisdom of the company was always back at the office on an ACT machine, and was always delayed by at least one day since everyone had to wait for colleagues to enter their data. "While employees were out and about, they never had a full view of what was going on in the office," Gardolinski said.

Even though ACT had a myopic view at the time, Startrade used it for about seven years, but ultimately Gardolinski knew he needed a cloud solution.

"We must be able to see what's going on with each client at each stage of the sales cycle," Gardolinski said. He always wanted to know, "How far are we along to closing?" And while he could

do this with ACT, he needed a system that everyone could access wherever they were and always stay up to date.

## Solution:

Gardolinski's business and employees were becoming more mobile. A few years ago, he moved them all over to using Google Apps and email, and tested a couple of other CRM solutions. He landed on Zoho and decided to make the move, but it wasn't that easy. "It's always a challenge when you change a piece of software you've been using for seven years to something else," Gardolinski said.

All the CRM solutions Startrade looked at were either too fancy, more than what they needed, or far too expensive. What really sold Gardolinski on Zoho was the speed of customer service, especially upon testing the free service. After sending a request he got a response in 30 minutes, and the problem was fixed in the next 30 minutes.

Bringing the data over from ACT wasn't as easy as Gardolinski thought it would be. Looking back at it now, he would have paid for a direct import from ACT. But in actuality he saw the difficulty of importing his data as an opportunity to refresh it. He realized a lot of his information was really stale, and this forced him to pick up the phone and call new and old clients, thus renewing relationships and their contact information.

## Results:

Now that all information was online, Gardolinski and his team could travel wherever they wanted and have complete access to all the company data. This freed everyone from being locked to the office or wasting time with double entry.

"After implementing Zoho CRM, we are able to monitor what's going on with each client at each stage of the sales cycle," said Luis Gardolinski, Startrade CEO.

Even if you can import your data easily, don't just import everything," advises Gardolinski. "Use the move to a new system as an opportunity to renew your database. Call your clients and update all their information."

"It takes more time, but it's worth it to do it right," Gardolinski said.



Zoho CRM is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

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