**SUGARCRM**

# THIS IS HOW i CRM:
# HILCO GLOBAL
# ELIMINATES DATA
# SILOS AND INCREASES
# SALES

**Hilco Global**

# INTRODUCTION

*Elaine Odell still has her hair, and she might have SugarCRM to thank for it.*

*One of Elaine's end-of the-week tasks before her company implemented Sugar was to pull reports for Monday meetings. Between spreadsheets and applications, she had to get data from 15 sources of information – enough to make anyone tear out their hair.*

*"It was an almost impossible task. You try to pull a report out of our old CRM, you'd go bald," she says.*

*Before Sugar, Elaine spent four days each week mired in spreadsheets from business development, operations, and sales.*

*Today, Elaine uses most of that time to drive new business as the Director of Collateral Services at Hilco Valuation Services. She works with lenders on asset appraisals for loans to client companies. In one year of focus in her new role, Elaine has increased sales in her department by 20 percent.*

*The Hilco Group's 25 business units in the financial services industry deliver appraisal, investment, and business advisory services.*

*Among companies or licensing rights Hilco has owned and sold: Polaroid, Linens & Things and Sharper Image. Recently, it handled the liquidations of Borders bookstores and Hostess Brands.*

**ABOUT HILCO GLOBAL:**

**Description:** Hilco Global is a leading international financial services company that has completed billions of dollars of transactions around the world. Hilco helps companies and their professional advisors understand the value of assets and then maximize that value through asset monetization solutions, and enhance value through advisory and consulting solutions. Hilco serves retailers, wholesalers, distributors and manufacturers, directly and through their lenders, investors and advisors, which can include private equity firms, hedge funds, investment banks, law firms, turnaround professionals, accounting professionals, bankruptcy trustees and receivers.

**Headquarters:**
Metropolitan Chicago, Illinois

**Locations:**
Australia, Brazil, Canada, Germany, Hong Kong, Ireland, Mexico, Singapore, Spain, Thailand, United Kingdom

**Customers Include:**
Barclays, Boeing, Nikon Electronics, Saks Fifth Avenue, Deutsche Bank, Borders Bookstores, Hostess Brands, Sharper Image

**Founded:** 1987

**Staff:** 500

**Website:** www.hilcoglobal.com

*Hilco Valuation, Hilco Industrial, and Hilco Real Estate have implemented Sugar, and the group plans to bring on additional business units in the coming months. From the beginning, the goal has been to automate The Hilco Group's entire customer life cycle from marketing efforts on the front end to their operational efforts on the back end.*

*SugarCRM partner Highland Solutions built Hilco a system that couples Sugar's innovative core functionality with customizations that support and manage the group's unique business requirements.*

*The new system has improved financial performance and customer response, thanks to a new sense of empowerment, improved data integrity, valuable time savings, and the ability to have all client and opportunities information in one place, according to Ed Zimmerlin, Senior Vice President of Hilco Valuation's inventory group.*

*"We are more efficient from a number of perspectives: we can access data quickly, get it anywhere, share information easily between business development and operations, and do it all more seamlessly," says Ed.*

*Communication silos are down, performance is up, and the entire team is in the know, now that Hilco is using the world's most innovative, affordable, and customizable CRM.*

**HILCO GLOBAL'S CUSTOMERS INCLUDE:**

BARCLAYS

BOEING

Deutsche Bank

Polaroid

Saks Fifth Avenue

**CHALLENGE:** Consolidate 15 databases into a "single source of truth" for customer information; decrease data entry tasks and free up employees to take on more impactful work; increase organizational transparency and efficiency; create a customer data storage and information sharing environment compatible with complex global regulatory and compliance concerns.

**SOLUTION:** Customized Sugar Professional implementation that automates customer life cycles from marketing to sales to account service and project completion; deployed to nearly 86% of employees in Hilco Global companies that have implemented Sugar.

**RESULTS:** • Single, compliance-friendly customer database accessible across the organization • 20% increase in sales of collateral services; reduced sales cycle through targeted quote development and cross-department expertise • decreased operational costs • improved visibility and empowered decision making with on-demand reporting.

## CREATE A SINGLE SOURCE OF CUSTOMER TRUTH

When Chief Marketing Officer Jim Glickman came to Hilco Valuation Services in 2011, he knew he would be unraveling a web of unconnected databases and creating processes that would help Hilco Valuation maintain its market leadership in the competitive world of asset appraisals.

A Six Sigma Master Black Belt who spent a decade at process-oriented GE Capital, Jim was starting from a sales operation using an early version of Saleslogix, a project management team using ChangePoint, uncategorized email storage and calendars in Outlook, and more than a dozen spreadsheets, many unique to each department or business unit. On top of it all was the homegrown SQL database used for asset valuations.

"It was pretty tangled, but I knew what I was getting into," says Jim. "This was my first big project with the organization, and it allowed me to build credibility with the business. From setting detailed requirements to the Sugar implementation, it only took about four months; that's the quickest I have ever seen."

"We now enter data in one place, one time, and that information flows through from the time we meet a potential customer to the time we invoice them for a completed project. We're much more efficient now."

Chiefly used in sales and project management, Sugar also tracks internal expenses and is used to manage marketing campaigns. And at each step, in every process, the entire team has access to all the information they need with a click or a swipe.

"There is no doubt we are stronger operationally and organizationally with Sugar. We have confidence in our numbers now that we didn't have when we were using spreadsheets. And because we know our numbers are better now, we have more confidence in putting together deals," Jim says.

With Sugar's easy-to-use interface, any employee can pull pertinent reports that help provide focus, identify trends, or assist in quoting a project.

"With our customizations, we can run a report against a person or a deal to see what our costs were and how we should price a similar deal going forward. To do that before, we had to capture that information from multiple systems," Jim says.
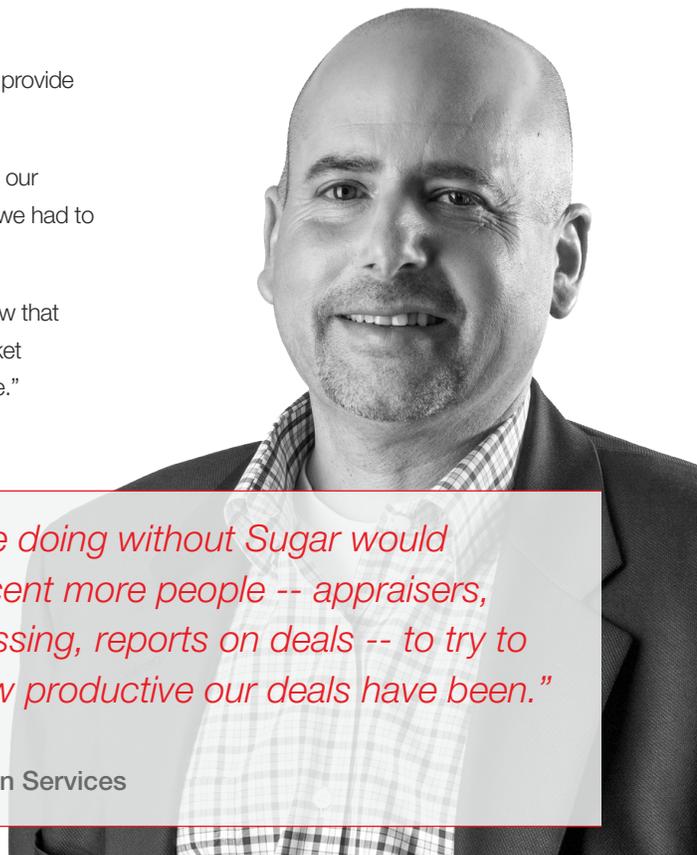
"Ultimately our goal is to segment our customers and not treat them all the same. Now that I have the data in one place with Sugar, it is easy for me to understand what the market segments are. To be able to understand customer needs at that level is really valuable."

In Sugar, the Hilco team enjoys a single source of truth about its customers, increased data integrity, and improved internal processes to make sales, marketing, and operations across the organization more efficient every day.

*"To do all we are doing without Sugar would take us 15 percent more people -- appraisers, expense processing, reports on deals -- to try to understand how productive our deals have been."*

**Jim Glickman
CMO, Hilco Valuation Services**

## MEET DEMAND WITH AGILITY

Because Sugar enables process automation, Hilco has controlled costs while pursuing new customers in the changing landscape of the asset valuation business.

Today, customers expect more than just a staffer who assigns value to tangible inventory or intellectual property. They want a knowledgeable advisor who can help create value, and even better, someone with expertise in their particular vertical.

"In Valuation Services, we have different specialties and being able to coordinate across all those interests is much easier now that we have Sugar. When a new opportunity is created, it tells all those who need to know how to get involved," Jim says.

Stacking and cross-referencing opportunities via keywords is a critical facet in staying competitive, sharing industry expertise throughout the organization, and presenting that knowledge consistently to customers.

"If a new opportunity comes up, I can put in keywords for a similar client and come up with a few names of similar completed projects. From an industry standpoint, Sugar allows us to track deals from a marketing perspective and a sales perspective, and that makes us look smart," says Ed.

The automation value – from tracking project hours to creating reports on company experience with a similar client when quoting new projects - improves the bottom line.

Ed adds, "A big part of my business is being able to look back at similar projects and see profitability – the hours that went into it and the margins – and adjust accordingly for new business. That's all in the Sugar reports I can generate."

The savings on staff overhead is significant with Sugar.

"To do all we are doing without Sugar would take us 15 percent more people -- appraisers, expense processing, reports on deals -- to try to understand how productive our deals have been," Jim says.

Perhaps the most tangible benefit of the Sugar-facilitated automation is reflected in staff hours.

Elaine no longer spends 80 percent of her workweek doing data entry and, with the Sales and Accounting teams sharing the same customer data via Sugar, accountant Sandy Kim now has everything she needs to initiate the invoice process the moment a deal closes.

"I used to spend about an hour-and-a-half each day doing data entry. Now, when a new engagement is signed, the information is automatically inserted into the invoicing system. So an entire step has been erased for me," she says.

Communicating customer information to a wider number of employees often leads to additional information about a business.

**INTEGRATIONS:**

- HR and accounting systems integrations allow for tracking and reporting via Sugar everything from project costs to employee vacation accrual. Cost reports help price deals by developing a cost of sales factor that tracks hours spent on a project and multiplying the hours by a rate for each role within the business. Also, cost reporting contains a scalable multiplier factor so that opportunity pricing can be adjusted to market changes.

- Heavily customized to integrate with a legacy database of assets and previous valuations. Users access the database through Sugar.

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**Ed Zimmerlin**
**Senior Vice President**
**Inventory Group**

"Sugar helps us use institutional knowledge better because once information is entered as an opportunity, it notifies our regional sales reps who may know something about the company they want to share, something they heard on the street." Ed says.

Automating processes and sharing information instantly through Sugar creates a sense of empowerment in staff members, improves communication, and produces margins that keep the company competitive.

## REGULATORY-READY

Hilco is subjected to reams of regulations by different federal, state, and international agencies that oversee the finance industry. Another layer of regulation often comes attached to the industry of the client company Hilco is reviewing for appraisal or liquidation. Compliance with these regulations can mean a forest's-worth of documents that must be stored for years on end.

As digital contracts and signatures have become accepted for legal purposes, most communication is now electronic, and these important documents can be stored in Sugar. For many companies, this digital trend has had a side benefit, one that clearly becomes apparent with a CRM like Sugar: file cabinets are going the way of typewriters.

At Elaine's office in suburban Boston, where the valuations focus mostly on consumer and retail goods, the company recently sold off 15 file cabinets, freeing valuable square footage.

"We're finding advantages to Sugar every day," says Jim, the CMO.

*"I used to spend about an hour-and-a-half each day doing data entry. Now, when a new engagement is signed, the information is automatically inserted into the invoicing system. So, an entire step has been erased for me."*

**Sandy Kim**
**Accountant**

**SOLUTION PARTNER**

HS Highland Solutions

Hilco Global's customized deployment has been developed, implemented, and managed by Highland Solutions, a Chicago-based enterprise technology and business solutions consultant. A three-star VAR Award Winner and SugarCRM Platinum Partner, Highland Solutions creates highly effective business systems. By gaining a deep understanding of clients' business processes, Highland develops custom CRM, e-commerce, cloud and social business solutions.

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## CUSTOMIZATIONS

In addition to using Sugar's off-the-shelf functionality, Hilco developers easily created new modules or customized existing ones to fit their needs, including writing custom portals to provide role-specific access and process management for individuals across the organization.

### MODULES

- **Time tracking:** Tracks time dedicated to specific client or project. Used primarily by Hilco Valuation Services inventory unit, and available to others throughout the organization.

- **Expense:** Used internally to track business development expenses and by project managers in building/running jobs.

- **Client:** A double-tiered accounts module that tracks both the hiring company and the businesses being appraised.

- **Letters Sent:** Records details on post-invoice communications to customers.

- **Budget:** Tracks budget versus actual revenue for products and sales staff. Actuals are drawn from project bookings and available through individual, customized Sugar reports; also used to feed those reports into the internal website.

- **Appraisals:** Used to assign and track all expense processing and resources on each appraisal.

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