



CASE STUDY

Integrating Business Systems for Seamless Execution

Client

A Fortune 100 computer manufacturer and information technology company

Business Challenge

The Client wanted to build on its success with Direct Alliance in the United States to improve and expand their current penetration in the Small-to-Medium Business (SMB) market in Europe. To do this, they required European-based systems and support for their expanded sales and service operations.

Solution

Direct Alliance quickly assessed the Client's needs and was able to successfully provide an international market solution including a call center and staff in Dublin and operations centers in Greenock, Scotland. Direct Alliance provided management and training support to staffs in both centers.

In addition, Direct Alliance developed and deployed application software and computing systems that were tailored to support business rules for international sales and support operations. These enabled the Client to flawlessly process multiple currencies, use international shipment codes, provide native-language conventions for customer names and titles, display country-specific Value Added Taxes (VAT) order and invoice formats, and process tax collections and payments. Electronic Data Interchange (EDI) systems were also modified to conform to international standards.

Metrics

In 90 days, Direct Alliance clearly demonstrated that it could swiftly and successfully provide management and consulting of direct sales, business transaction management processes, and systems leading to revenue generation in international markets. The European implementation was so successful that Direct Alliance now supports a call center in Japan for the Client, as well.