

CUSTOMER CASE STUDY

Opmetrix empowers mobile field teams to boost sales and foster customer experience excellence

Over the course of 15 years, Opmetrix has become known for its quality product and commitment to long-term customer retention. Migration to VMware private cloud positions the company for success in the digital and data-driven era.

BUSINESS

Opmetrix Limited has offices in New Zealand and Australia focused on developing an award-winning cloud-based consumer goods mobile CRM solution that brings measurement and transparency to field team activity.

CHALLENGES

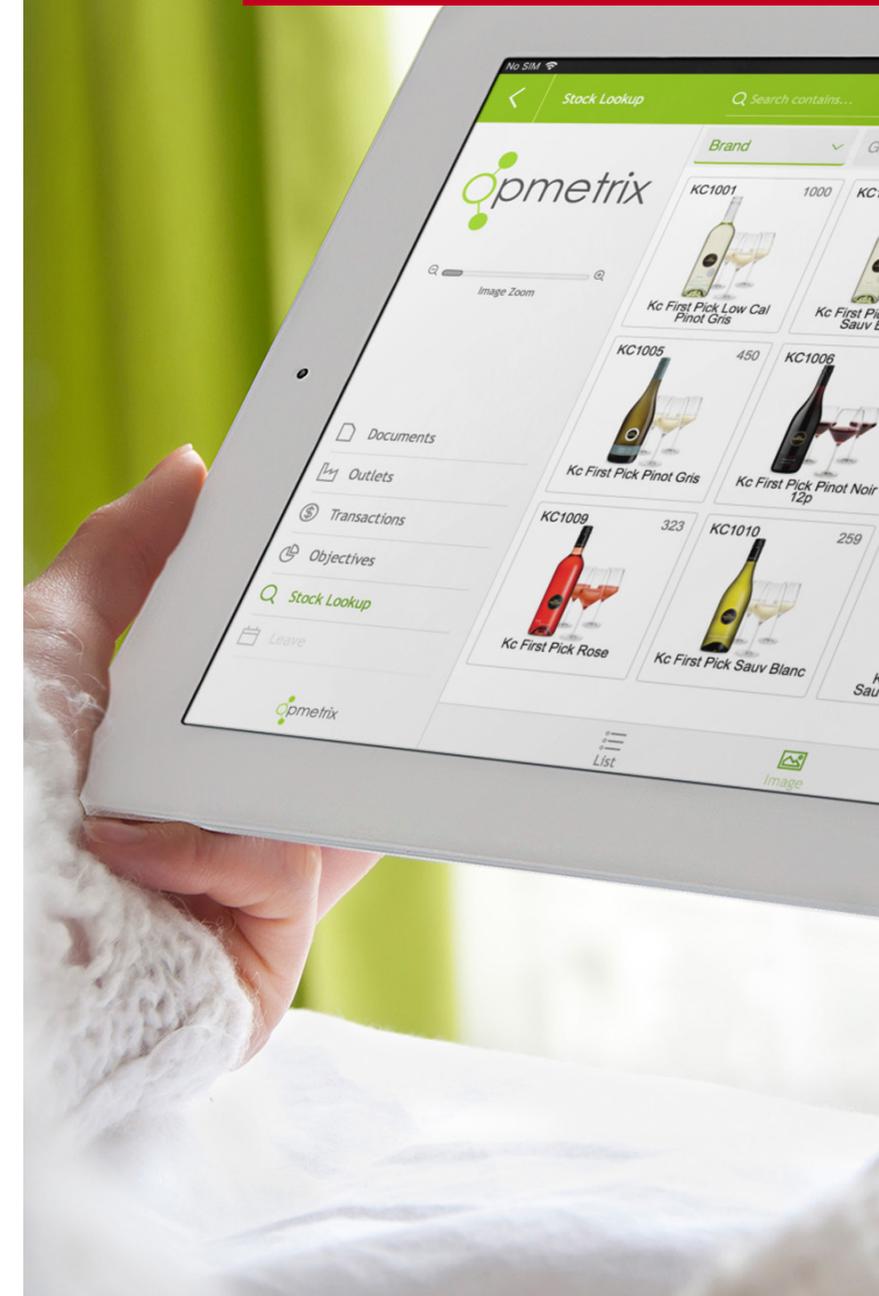
Opmetrix needed to move from an on-premises environment to a more flexible, scalable and secure platform for its customers' growing needs for mobile services, data-driven insights and increased security.

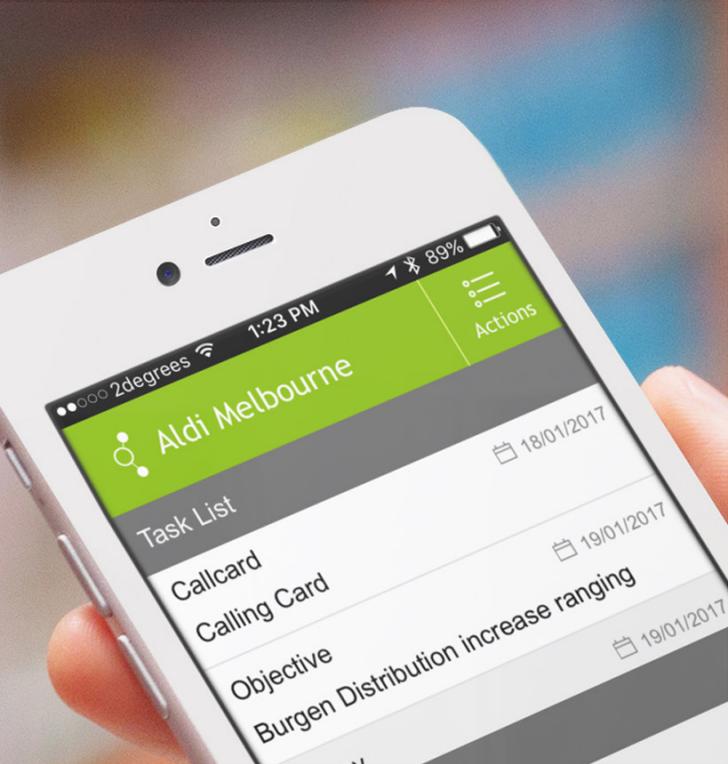
SOLUTION

Private Cloud - VMware®

OUTCOME

By deploying in a private VMware environment, Rackspace increased Opmetrix's uptime to 100%, improved reporting speed by 40% and allowed Opmetrix customers to make data-driven decisions and personalise customer experiences.





15 years of building customers for life

Opmatrix was born an innovator, already offering mobile-based solutions to organisations with mobile field teams over 10 years ago, when mobile devices started to boom. As the number of mobile devices and data kept growing, Opmatrix became an expert at helping major FMCG wholesalers use data insights to grow sales and improve customer service and operational efficiencies in the field.

For Opmatrix's customers, it's all about visibility that sales teams and customers are performing to their best. To do so, access to historic CRM and sales data are key to making informed decisions that enhance field team management, help sales teams cross-sell and up-sell and improve the overall customer experience.

This can only be achieved by connecting and integrating data from different parts of the organisation, including field, sales and marketing.

In the very competitive FMCG landscape, being able to deliver flawless customer service and constantly improve sales is paramount to a brand's survival. Accurate and actionable data insights are at the forefront of these winning retail strategies.

Improving data analytics, integration and security levels to remain relevant in the digital era

"Opmatrix integrates with many accounting systems, synchronising master data, pricing and inventory levels to ensure field teams have

up to date information when face-to-face with customers", explains Oliver Huggins, Founder and Managing Director at Opmatrix.

However, under Opmatrix's on-premises model, they began to experience limitations around growing with their customers' increasing mobile needs. They needed more speed and agility to access large volumes of historic data to deliver advanced analytics and reporting.

"Field workers and sales managers need solutions that are easy to use, able to show them relevant customer data at any time and that have an added layer of personalization," says Huggins.

An on-premises environment meant Opmatrix couldn't offer tailored solutions that allowed non-expert IT to access information and manage operations. Simultaneously, this old environment required a complex data analytics layer for back-end teams.

Finally, security had become a mission-critical issue after several on-premises customers had been locked out by crypto-viruses on their own servers causing disruption throughout their entire business.

"Security is a growing concern for our customers, especially as they accumulate more customer data", adds Huggins. "We wanted to take this concern off of our customers, so they can have peace of mind that their Opmatrix data wouldn't be compromised."

This meant moving to a trusted cloud-based platform to minimise the impact of issues and provide customers the highest level of security possible.

"FOR OUR CUSTOMERS, IT'S ALL ABOUT UNDERSTANDING THE BROADER CUSTOMER PICTURE, CONSTANTLY IMPROVING DISTRIBUTION, AND LAUNCHING NEW PRODUCTS THAT WILL RESONATE WITH THEIR AUDIENCE. OUR MAIN USERS ARE SALES OR MARKETING MANAGERS, NOT BUSINESS ANALYSTS. WE NEED TO BE ABLE TO DELIVER A SOLUTION THAT THEY CAN EASILY USE AND ADAPT THEMSELVES TO EASILY UNDERSTAND THEIR PRODUCTS AND BRANDS AND HELP DRIVE THEM TO GROW."

OLIVER HUGGINS :: FOUNDER AND MANAGING DIRECTOR AT OPMATRIX

Opmetrix was working on-premises with a mixed software and hardware environment, which had an impact on overall performance, both internally and for its customers. In 2014, they decided to move to be a SaaS based solution through a local New Zealand provider. But Opmetrix soon realised it needed extra support from a cloud expert to help it scale and deliver on its objective to deliver a true SaaS solution to its customers.

Opmetrix partnered with Rackspace initially to set up a shared cloud environment, but a further recommendation was made to move to a fully private cloud environment on VMware.

“Moving from a shared environment to a completely private environment has been a significant change for us. We were vulnerable to ‘noisy neighbour’ syndrome creating an additional CPU load. However, moving to a dedicated Rackspace environment has completely eliminated this disturbance and we now have full control over our cloud infrastructure”, says Huggins.

Rackspace worked alongside Opmetrix’s teams to ensure VMware Private Cloud would be integrated so Opmetrix’s CRM and accounting systems could all feed into one system, making it easier for teams to access customer data.

With design and customisation being of major importance for marketing and sales teams, Rackspace ensured the platform would be flexible and scalable enough to cater to each customer’s specific needs, whilst still being easy to use for sales teams and also allowing complex analytics and reporting data feeds.

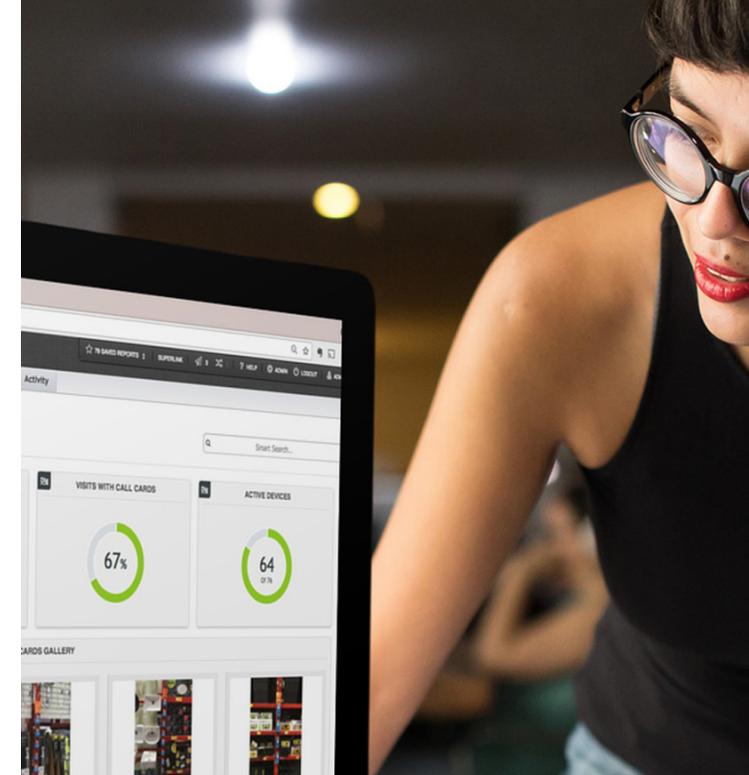
The Opmetrix platform has been set up so it can work when field workers are both online and offline. The power of the cloud means that every piece of information and data gets synced instantly when the field worker is back online, allowing field managers, sales managers and marketers to get an accurate picture of customers and sales in near real-time.

“We were initially hesitant to move from a shared to a private environment, as we thought this would be too time consuming and cost intensive. But thanks to Rackspace’s support and expertise, a private cloud environment in VMware was completely attainable. And now, we’re actually saving on operations that used to be much more costly and time consuming.”

More time, money and headspace to focus on what really matters: the customer and increasing sales

“While reliability and security were two major concerns for our internal teams and our clients in the past, we now have Rackspace taking care of everything. This offers us immense peace of mind and means we can focus on what really matters: our customer – and our customer can focus on what matters to them: their customers”, says Huggins.

Thanks to its new VMware private cloud environment, Opmetrix has improved its reporting speed by 40%. The outcome for customers is faster report generation and a better platform experience.



“OUR PLATFORM IS NOW FASTER AND EASIER TO USE THAN EVER BEFORE. THANKS TO RACKSPACE WE ARE PROVIDING OUR CUSTOMERS WITH THE BEST POSSIBLE CUSTOMER EXPERIENCE, AND IN TURN, THEY ARE DELIVERING GREAT SERVICE TO THEIR CUSTOMERS. IT’S A WIN-WIN!”

OLIVER HUGGINS :: FOUNDER AND MANAGING DIRECTOR AT OPMETRIX



The flexibility of server configurations within the VMware environment also enables Opmatrix to deliver increased user capacity within a smaller server footprint, providing a reduction of 30% from its previous CPU load.

“We have full control over the platform, yet we are fully protected in case anything goes wrong”.

Since the migration to a fully private cloud environment, Opmatrix's uptime has been at 100%, which is a key selling point as the company works with large retailers who demand a flawless level of service.

“The personalisation layer that the private environment has allowed means we have more choices for our customers. It also means that customer information is seamlessly shared, organised and managed anytime, anywhere”.

Global expansion underway

Opmatrix has always been an international player, but thanks to the power offered by VMware Private Cloud and Rackspace expertise, it is now looking to accelerate its growth into new regions.

“We are offering a world-class product and are growing very fast. Our cloud environment means it is easy for us to cater to the needs of a range of different organisations worldwide,” says Huggins.

As more data-driven technologies such as Internet of Things (IoT) and Artificial Intelligence (AI) become mainstream, Opmatrix sees more opportunities to create a shared data

ecosystem among its customers. This can help the organisation gain even deeper insights and compare brand, product and field activities to benchmark performance which, in turn, can help improve sales and customer satisfaction.

“Being able to input customer data into VMware Private Cloud is offering us amazing opportunities to keep offering more insights and services to our customers”, adds Huggins. “Data is the future, and thanks to Rackspace we are well positioned to lead this journey in the CRM field management sector”.

ABOUT RACKSPACE

Rackspace is modernising IT in today's multi-cloud world. By delivering IT as a service, we help customers of all industries, sizes and locations, across private and public sectors, realise the power of digital transformation without the complexity and expense of managing it on their own. Our comprehensive portfolio of managed services across applications, data, security and infrastructure on the world's leading public and private cloud platforms enables us to provide unbiased expertise. Rackspace has been honoured in the top 20 Great Places to Work Australia since 2011.

Learn more at www.rackspace.com.au

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Rackspace-Case-Study-APAC-Opmatrix-Case-Study-VMW-13006 - Nov 29, 2018