

# Case Study

Venturn Ltd

# COBWEB



**“Cobweb was the natural choice. Our customers are happy and we can get on with what we do best.”**

Venturn are using Cobweb’s Hosted CRM solution as well as Cobweb’s Hosted Exchange and Managed Enterprise BlackBerry Services to enable them to become more productive and improve customer communication.

They manage their complete sales cycle, from lead generation, through to sales and delivery through Cobweb’s Hosted CRM as well as sending out monthly eshots and newsletters.

## 1 Customer Profile

**Industry** : Management Consultancy  
**Business Start Date** : 2005  
**Number of Premises** : 2  
**Services with Cobweb** : Hosted Exchange, Managed Enterprise BlackBerry and Hosted CRM.

Business Development and turnaround specialists Venturn Ltd pride themselves on being an operational improvement business that supports businesses with growing pains, trading difficulties or general management issues.

Venturn work on an advisory and interim placement basis focusing on delivering sustainable improvements to the bottom line.

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Venturn Ltd started business during 2005 and now operates a profitable business out of two premises. The company specialise in supporting businesses that design, develop, manufacture or distribute a product or service to an international marketplace.

They look to remedy underperformance, overcome financial problems or gear up to maximise growth potential. Venturn Ltd address the issues in a no nonsense pragmatic way and provide leadership experience when clients really need it.

## 2 The Challenge

Venturn Ltd needed an outsourced solution to ensure that they were getting up-to-date technology and technical expertise whilst reducing the amount of time spent on IT.

Stephen Moon, Venturn’s Managing Director identified a skill set shortage within the business and realised that there was a need for an outsourced solution to assist in improving their lead process and growth within the business. Stephen and his team needed to concentrate on what they do best and not have to worry about their IT.



**“We need a solution that we can rely on so we can concentrate on what we do best” said Stephen Moon, Managing Director at Venturn.**

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## 3 The Solution

After weighing up several options and solution providers Venturn decided to opt for Cobweb as their preferred and natural solution provider.

Cobweb's outstanding proposition, the professionalism of the sales and on-boarding process and the longevity in the market place were all pull factors in their final decision.

Having already purchased Cobweb's Hosted Exchange and Managed Enterprise BlackBerry Services Venturn opted to purchase Cobweb Hosted CRM, a customer relationship management tool from Microsoft (CRM) as the last piece of the jigsaw puzzle to give them power over their customer base and total integration with their other hosted services.

***"Cobweb was the natural choice" said Stephen Moon, Managing Director at Venturn.***

Venturn believes that Cobweb's Hosted Services, in particular Cobweb's Hosted CRM will help them manage their network of customer contacts, leads and monthly targeted emails and event programmes.

Being fully integrated with Microsoft Office Outlook enables them to keep-up-to-date with all the information as and when they need it on their customers and marketing activity.



***"With Cobweb's Hosted CRM our mobile workforce are able to access customer information no matter where they are or what time of day" said Stephen Moon, Managing Director at Venturn.***

Since integrating Cobweb's Hosted CRM into their suite of services Venturn's productivity has improved dramatically as well as their lead generation and sales process.

***"I've transformed my business from running between 5 and 10 clients per year to between 40 and 50 clients all through the use of Cobweb's Hosted CRM. It helps me manage my time, and focus on my relationships which I have with my customers. In return, my customers are happy and I'm now able to focus my time on what I do best.***

***Cobweb has helped us improve our productivity, plus our lead generation and sales processes are managed better meaning we are now much smarter at staying in touch with our client network" said Stephen Moon, Managing Director at Venturn.***

For the future Venturn are considering adding Cobweb's Message Archiver from Global Relay and Server Support Solutions to complement their suite of services which they currently have with Cobweb.

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