



Matricia Solutions has successfully finalized the implementation of the CRM solution at Boromir Ind

Matricia Solutions, provider of business management solutions and Microsoft partner for the suite of CRM applications iCare – powered by Microsoft Dynamics CRM, announces the successful conclusion of the project at Boromir Ind.

Boromir Ind, one of the largest groups of companies on the Romanian milling and bakery market, has implemented iCare for Distribution, the Customer Relationship Management solution developed by Matricia on the Microsoft Dynamics CRM platform and dedicated to companies in the FMCG industry.

The CRM implementation offers Boromir Ind the advantages of more efficient sales at group level by providing a complete image of the sales process, from stocks and orders to distributors, competition and promotions, all in one single application.

Through the integration with the other software systems existing in the company, iCare for Distribution capitalizes on all available information and provides a unitary working and reporting environment for all sales and marketing staff, instant access to qualitative, accurate and real time information, a more efficient communication both internally and externally, with the distributors and their final clients, a better assessment of the sales process and the possibility of taking the best strategic sales decisions to increase sales and consequently, profits.

“The fact that Boromir, one of the largest companies on the Romanian market, has chosen to implement our CRM application, iCare for Distribution – powered by Microsoft Dynamics CRM, is an honour and also confirms a solid partnership developed along the complex projects rolled out together over the last years. We are confident that the CRM solution will support Boromir projects and help them achieve their business goals” has said Diana Lungulescu, Director Executiv Matricia Solutions.

The technical details and business benefits of the solution are summarized in the case study published at http://www.matricia.ro/assets/case%20studies/MS%20Dyn%20CRM/CS_CRM_Boromir_23052011_final.pdf.