



# Argus Media

CRM - Argus' Hottest Commodity



## Company Overview

Argus is an independent media organisation with almost 1100 staff. It is headquartered in London and has 26 offices in the world's principal commodity trading and production centres. Argus produces price assessments and analysis of international energy and other commodity markets, and offers bespoke consulting services and industry-leading conferences.

Argus had tried and failed to implement CRM 3 times.. They attempted to implement under a waterfall methodology which did not suit the needs of the business. The Architech Club was commissioned to investigate the current state of the organisation for CRM, make recommendations, and support the team in implementing Salesforce.



## Company Profile



LOCATION	London, UK
EMPLOYEES	1,100
INDUSTRY	Media
SOLUTIONS	Sales,, CPQ, AppExchange
PROJECT DATE	January 2020 - Ongoing

## Challenge

- Three failed attempts at implementing CRM
- Heavily customised and over-engineered NetSuite implementation
- Poor adoption of NetSuite
- Poor visibility into customer interactions
- Siloed account management
- No incentives for Sales to record relationship activity or share information with other areas of the business

## Solution

To assess feasibility of expanding their Salesforce solution.

We started this process by

- undertaking an Orientation assessment to clarify their existing architecture and to give them a clear roadmap of recommendations.
- Conducting design thinking workshops to understand users' CRM needs
- Creating and refining a Salesforce product backlog
- Planning data integrations with NetSuite

## Results

- A roadmap for architecting Salesforce, with a focus on improving efficiency and taking advantage of Salesforce advances that they had been hesitant to implement.
- Our advice gave them a clear idea of the risks, mitigation strategies and benefits of growing their solution in a sustainable way to provide a foundation for future growth.
- This knowledge base has underpinned their plans to develop new features and services.
- NetSuite is being rebuilt from the ground up
- Their solution is continuously improved in a way that helps them meet user needs and sets them up for long-term success and growth.