



I.B.I.S. Inc.
A Sonata Software Company



CLIENT SUCCESS STORY: Morrison Hershfield

By implementing Microsoft Dynamics® CRM, Morrison Hershfield reduced manual entry into the system, saving them \$100-150K annually with productivity improvement.



MORRISON HERSHFIELD

Overview

Customer Profile

Morrison Hershfield's business is the provision and integration of specialized multidisciplinary engineering expertise. They deliver superior solutions, through a valued and unique combination of people, culture and capabilities.

Business Issue

The majority of Morrison Hershfield's business is recurring, so it was increasingly important to access client data and easily reference historical information.

Solution

I.B.I.S., Inc., a Sonata Software Company, works with Morrison Hershfield to deploy Microsoft Dynamics® CRM.

Benefits

- Lower Total Cost of Ownership (TCO)
- Increased Productivity
- Process Automation
- Powerful Reporting

Morrison Hershfield is an employee-owned firm providing integrated multidisciplinary engineering and related expertise. The company delivers innovative, cost effective and technically sophisticated solutions for infrastructure. The goal at Morrison Hershfield is to provide a single point of contact for all engineering services and to be the first call for engineering solutions that make a difference.

Morrison Hershfield was established in 1946 in Toronto when Carson Morrison, Charles Hershfield, Joe Millman and Mark Huggins formed a partnership offering civil, structural and mechanical engineering services. Today the company has an impressive track record of award-winning projects and has systematically grown to over 750 employees in offices across North America.

Morrison Hershfield Limited operates throughout Canada, with eight offices across the country. Morrison Hershfield Corporation operates throughout the United States of America, with offices in San Francisco CA, Portland OR, Seattle WA, Atlanta GA, Charlotte NC, and Fort Lauderdale FL.



“The superior I.B.I.S. implementation team in conjunction with Microsoft’s superior product proved to be a winning combination for our business,” explained Scott Steiding, Vice President at Morrison Hershfield.

Situation

Morrison Hershfield was working on a homegrown legacy CRM system that was slow, manual, and burdensome. 80% of Morrison Hershfield’s business is recurring, and the company has no outside sales. They rely on the professional staff to use the CRM system properly.

Solution

During Morrison Hershfield’s search for the right solution, they realized they wanted to leverage existing technology rather than building from scratch. They needed integration with Outlook and their mobile application. Since Morrison Hershfield needed engineers to use the system, user adoption became extremely important in the project. Dynamics CRM provided them with an ease of use and familiarity that enabled

Microsoft Dynamics CRM was extremely adaptable to their business, and it laid a technology path into the future.

When looking at SugarCRM, Seibel, and Salesforce.com, Morrison Hershfield found CRM to be the most cost effective solution. Dynamics CRM on-premise was half the cost of Salesforce.com.

Partnership

Morrison Hershfield selected IBIS for their implementation and support of Microsoft Dynamics CRM because IBIS gave them the highest level of confidence in the project. The implementation team took the time to scope and learn their business.

Benefits

Morrison Hershfield continues to see positive results from their Dynamics CRM implementation. With CRM’s out of the box reporting functionality, they can easily analyze their data in ways they didn’t know were possible. Administrators have been heard saying “Even I can do this!”

Morrison Hershfield not only eliminated one database, but they switched to electronic goal tracking and reduced the human input of data. Morrison Hershfield has about 4,600 projects each year, and Dynamics CRM allowed them to save three minutes per project during set up. With about 2,000 opportunities entered each year, they now save about two minutes per opportunity.

All in all, they estimate a savings of \$100-150K just through productivity improvements.

FOR MORE INFORMATION

For more information on Morrison Hershfield call **770.379.8500** or visit **www.morrisonhershfield.com**.

For more information on I.B.I.S., a Sonata Software Company products, services and Microsoft offerings call **770.882.0100** or visit **www.ibisinc.com** on the web.



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