



Premiere Global Services

www.premiereglobal.com



At A Glance:

- **Company:** Premiere Global Services (NYSE: PGI). Global provider of on-demand business process improvement solutions for 50,000 companies, including nearly 95% of the Fortune 500, and a presence in 23 countries.
- **Location:** Atlanta, GA
- **Industry:** Telecommunications
- **NetSuite Partner:**
Explore Consulting
www.exploreconsulting.com

Challenges:

- After international expansion and growth, PGI realized it needed one global CRM system — for its North America, Europe, and Asia Pacific operations.
- Needed comprehensive sales reports and forecasts and to maximize cross-selling opportunities for each of its five solutions.
- Wanted its multi-channel sales force to keep to their individual sales processes and still have a global view of opportunities.

Solution:

- Switched to NetSuite for sales force automation (SFA), opportunities and multi-currency forecasting.
- Seasoned NetSuite Solution Provider Explore Consulting assisted with the implementation — including data migration and customization — and rollout.
- Now more than 1,000 PGI worldwide users of NetSuite in multiple global locations including Japan, Australia, and the UK.
- With NetSuite, PGI customer support and sales associates now can instantly see which solutions their customers are using and identify additional or complimentary PGiCOS solutions.

Results:

- Global sales processes at Premiere Global have become more efficient.
- Sales forecasts and reports are now generated automatically giving sales managers a timelier, more accurate view of leads and opportunities.
- Sales and customer support reps now have access to a single, comprehensive record of each customer's history.
- Overall productivity has increased significantly.



 Find out more: contact Epiphany Inc. at 713-589-4725 or contact your NetSuite Solution Provider.