

Exor Corporation

www.exorcorp.com



At A Glance:

- **Company:** Exor Corporation is the global provider of infrastructure asset management solutions for government and network-centric industries. Founded in 1995, it helps maintain and manage road assets valuing in excess of \$750 billion (USD), working with over 200 clients worldwide in markets including national, state and local government, utilities, telecoms and construction.

- **Industry:** Computer Software

- **Headquarters:** Bristol (UK), with regional head offices in Denver, Colorado (US), and Sydney (AUS)

- **Software switched from:** Goldmine

“We have probably cut a 5 working day process down to an hour!”

— Nikki Waite, Global Internal Sales and Marketing Co-ordinator
Exor Corporation

“In the short time we’ve actively been using NetSuite for marketing purposes we’ve completely transformed our ability to communicate with our customer and prospect base.”

— Alun Hunt, Marketing and Communications Manager
Exor Corporation

Challenges:

- Exor needed an integrated solution for their CRM to enable them to track revenue and campaign management from lead generation to final sale.

Results with NetSuite:

- With NetSuite, Exor Corporation now has a single view of the customer.
- Exor can now easily measure the marketing value, allowing them to establish which campaigns are successful, in turn capitalising on the best ROI marketing campaigns.
- NetSuite has given Exor the ability to be more responsive to market trends and respond accordingly in sharing information with clients.
- Employees around the world prioritise their workload by the results of a customer prioritisation saved search set up in NetSuite.
- Exor benefits from being able to create email campaigns to customers and prospects at the touch of a button, using accurate, real-time information.



 Find out more: contact NetSuite, Inc. at +44 (0) 1628-774400 or visit www.netsuite.co.uk