



Vecta delivers combined business intelligence and CRM to enhance sales performance at Lindab

Integrated package supports sales and marketing activity across Europe and Scandinavia for international building products company.



Lindab is an international company manufacturing and distributing steel building products and solutions. A UK based subsidiary, Lindab Ventilation, is the UK's leading supplier of flexible and spiral ductwork and components and operates state-of-the-art production facilities in the UK and Sweden. Lindab is also one of the UK's leading distributors of fans and offers a comprehensive range for all domestic and commercial applications.

"We were looking for a combined business intelligence and CRM solution which allowed us to develop and monitor our UK sales and ensure best use of time by our field sales staff," said Andy Watton, Regional Sales Manager of Lindab UK. "We reviewed several offerings but only Vecta was able to give us the business intelligence and CRM we needed in one integrated package."

"The Vecta alert function has allowed us to focus our sales team and ensure we react quickly to any sales trends or deviations - in addition to helping us sell a broader spectrum of products. By analysing customer requirements and identifying opportunities, we estimate we took an additional £100k of additional sales in the first year following the implementation of Vecta.

// We believe that working with Vecta has enabled us to be more time efficient and more focused on our sales approach - and has enabled us to respond rapidly to a changing market.

- Andy Watton, Regional Sales Manager, Lindab UK

Case Study

Lindab UK



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“With the easy-to-maintain contact data we have also been able to use the alert facility to produce targeted mailing lists tailored to the customers’ needs and, because CRM and business intelligence are linked, we have been able to match our sales activity with customer revenue and measure our effectiveness in developing sales.”

As a direct result of the successful implementation of Vecta within Lindab UK, the solution has since been rolled out to other divisions of the group across Europe and Scandinavia. Today Lindab is represented on the Vecta user group, which meets regularly to discuss enhancements to the software and to learn from each other’s experience. Many of Lindab’s suggested enhancements have been integrated into the software and now form part of the standard product.



About Vecta

Vecta provides instant visibility of relevant sales analysis and CRM information and automatically analyses buying patterns to identify areas requiring attention and opportunities for future sales - it then highlights these to the sales team. Sales people become more successful and productive with instant access to vital information about their customer buying patterns and account status - wherever they are and whenever they need it. Using Vecta, sales led organisations can eliminate wasted effort and ensure they focus on the opportunities and actions that benefit their company most.

Vecta is part of the Kerridge Commercial Systems group of companies

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