



With Zoho products,  
we now have a  
360 degree view

**Logitek runs its entire  
business on Zoho.**

### COMPANY PROFILE



INDUSTRY  
**Industrial Automation**



TYPE  
**B2B**



SIZE  
**51-100 employees**

### COMPANY CRM CRITERIA



Integration with  
Google Apps



Integration with  
Zoho Apps



Contact  
Management



Task  
Management

**Logitek** runs its entire business on Zoho. Logitek is a technology services company with over 30 years of experience in automation, communications, and SCADA systems for industrial markets and infrastructure management. It offers both prestigious technology as well as consulting and training services.

Besides providing counseling support, Logitek offers a wide range of solutions to structure a project from design through deployment. These solutions include: automation and control solutions (drives, fieldbus, programmable automations (PCL), safety solutions, HMI, variation in versions), motion control, communication (gateways, industrial modems, OPC servers), HMI/SCADA visualization (HMI devices, industrial PCs, SCADA platforms, version control), remote management (RTU devices, telemetry protocols, industrial modems, SCADA platforms, version control), change management solutions for alerts management, and industrial cyber-security.

Logitek's headquarters is in Barcelona, with satellite offices in Bilbao, Madrid, and Bucharest

## Challenges:

Logitek needed a complete migration from Salesforce Zoho.

The implementation cycle included:

- Marketing: Zoho Campaigns, Zoho Creator - Sales: Zoho CRM, Zoho Creator
- Management: Zoho Reports
- Technical Support: Zoho Support

With less than three months to carry out the entire implementation, due to the current provider's annual support expiration, one of the biggest challenges of the project was the total run-time.

## Solution:

Zoho and Logitek drew up a "priority" based migration plan on the capabilities of the migration tools including Zoho CRM, Support, and customized tables. The elements and processes not covered by default or beyond the basic functionalities of Zoho CRM were added on with Zoho Creator.

Furthermore, a synchronization plan was established that allowed the performance of the entire Zoho ecosystem under maximum integrated and transparent user's perspective. In the end, both existing synchronization mechanisms and developed specific elements were used (whole Transfer Quotes part/Quotes lines between platforms).

The use of all the applications, Google Apps and Zoho Apps has significantly increased the efficiency of the two platforms. Additionally, synchronization between the two solutions now makes for easier data management.

## Results:

“With Zoho products, we now have a 360 degree view of the relationship with our clients, from marketing campaigns to the sales cycle and the subsequent support. The analysis of the generated data by the reporting tools allows us to identify new opportunities as well as to improve our internal processes. The implementation, support and professionalism of Zoho along the whole migration process has been essential to achieving a successful project,” said Manuel Meijueiro, Customer Service Director.

With Zoho CRM, Logitek now has:

- A more modular environment, both in cost and functions
- Lower TCO (Total Cost of Ownership) for the solution
- Greater autonomy in day-to-day work and in the platform evolution

## About Apps Implantadores:

Apps Implantadores is one of the leading strategic partners of Google Apps and Zoho in Spain. Industry leader and pioneer in implementing cloud solutions like Google Apps and Zoho CRM. Bringing the cloud technology to companies of any size, carrying out successfully the transition to the cloud with our working methodology and know-how acquired with hundreds of clients.



Zoho CRM is a cloud-based software for managing your customer relationship in a better way. It helps streamline your organization-wide sales, marketing, customer support, and inventory management functions in a single system. We are light on your pocket and the features and integrations we give you are unmatched.

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