

Eclipse Counters Downturn with Analytics

Focus on expanding footprint within Microsoft Dynamics customer base

Eclipse Computing (Australia) is one of the best-known and recognized Microsoft Dynamics® partners in the Asia Pacific region. In 2008 the company was awarded Microsoft Dynamics Outstanding Partner of the Year for Asia Pacific for the fourth consecutive year, 2008 Global Microsoft Partner of the Year for Microsoft Dynamics NAV, and is also a member of the prestigious President's Club and Microsoft Dynamics Inner Circle.

A strong Microsoft Dynamics customer base

As a well-established and successful leader across the Microsoft Dynamics range, including NAV, CRM, GP and AX, Eclipse's competitive advantage lies in its deep experience, vertical Dynamics solutions, and loyal customer base.

"We've worked hard to establish our position in the market with industry solutions that provide a strong point of differentiation," said Martin Wildsmith, Business Development Director at Eclipse. "We've successfully targeted financial services companies, local councils, health and aged care organizations, mining companies, and winemakers with our Microsoft Dynamics solutions. Customers appreciate that we've taken the time to understand their industry and can offer them a fast-tracked implementation, with much of the hard work already done."

In an economic downturn, Eclipse is not alone in turning to its strong customer base. "In a tough market, business development has to focus not just on bringing in cold leads, but also nurturing the relationships you already have," Martin said. "It's much more cost effective, can create opportunities to enhance customer loyalty and satisfaction, and provides a win-win situation for both parties if there is an opportunity to add further value."

Flexible add-on solutions a priority

When considering potential add-on solutions to offer Microsoft Dynamics customers, Eclipse's top priority was flexibility. "To make any commitment to bringing in new technology we need solutions that can be leveraged across the range of customers we have. We also needed a solution that could easily work with our industry solutions and heavily customized implementations," said Martin.

Case Study

Name:

Eclipse Computing (Australia)

Website:

<http://www.eclipsecomputing.com.au>

Overview:

Eclipse is a leading provider of intelligent business solutions. Established in 1991, Eclipse's success has been built by offering a choice of solutions from business partners such as Microsoft, CDC Software, PayGlobal and Infor. With offices in Australia, New Zealand and Fiji, Eclipse employs some 300 personnel and is committed to supporting more than 800 customers. Eclipse is the number one Australian reseller of Microsoft Dynamics and credits this success to an unusual approach to customer service that blends service standards from the hospitality industry with technology expertise. Eclipse is a business unit of publicly-listed Australian investment company, UXC Limited.

Products Used:

Business Analytics for
Microsoft Dynamics

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**Martin Wildsmith,
Business Development
Director**

"Providing enhanced analytics capability meets this requirement, but historically comes with its own sets of challenges. Analytics solutions tend to fall into one of two camps. They are either limited, such as restricted to one database or providing a limited capability set. Or they are flexible, but technical and complex to install and use. In this economic climate, we needed to focus on solutions that would give us the flexibility to bring in new revenue from multiple sources, while giving our customers a rapid return on their investment."

Reducing risk

Eclipse chose Zap's Business Analytics for Microsoft Dynamics solutions. "These solutions suit the highly pragmatic demands of Microsoft Dynamics users," Martin said. "In the current marketplace, software implementations that are lengthy, complex and take a long time to achieve ROI just won't get the green light. Customers want a fast return on their investment and to gain tangible business benefits from analytics quickly. They want to reduce risk in their IT projects and not have any surprises. Zap's solutions deliver on this by reducing the amount of time spent building the back end of the solution and automating much of this work."

Trusted business advisors

Offering a packaged analytics solution enables Eclipse's services teams to focus on high value services. "Building the back end of an analytics solution is low value and commoditized," said Martin. "Customers don't gain any value until they see the front end analytics, and we don't want to be in the business of trying to sell bespoke solutions that can't be replicated. For us it's an opportunity to become trusted business advisors, helping customers determine what to measure to improve their business and then creating the most effective analytics possible. This is where the true value of the solution lies."