HILCO

Streamlined business processes and improved collaboration.

THE CHALLENGE

Several hundred employees from Hilco Global, Hilco Industrial and Hilco Valuation Services were using disparate SugarCRM systems on individual hosting platforms to manage sales, marketing and project management teams. There was no data sharing or integration among these three CRM systems, hampering inter-departmental collaboration. This challenge was reducing productivity, impacting customer experience and increasing costs. Managing these independent systems on three different platforms – AWS, Azure, and Rackspace – was expensive and time consuming.

THE SOLUTION

OSSCube analyzed all the challenges and advised Hilco to consolidate their SugarCRM instances into one single system. AWS Cloud was recommended as the hosting platform for the new consolidated system.

To achieve this goal, OSSCube merged the three CRM systems to create a 360 degree, holistic view of the business and unified view of customers. Multi-departmental integration of sales, marketing, project, and vendor management data was done to improve interdepartmental efficiency. A native iPad app was also developed and integrated with the consolidated system to eliminate paperwork, streamline processes, improve accuracy and send real time information to the system.

THE RESULT

Hilco is enjoying the availability of high quality data aggregated from various sources allowing decision making to be faster and accurate. With automated and standardized data processing, Hilco is now able to get business intelligence and real time reports – companywide and subsidiary-wise – consistently from a single place. This enables executives to proactively monitor business performance and stay ahead of the curve.

Hilco Global™
Vested in Your Success

Hilco Global is an independent financial services company and the world's premier authority on asset valuation, monetization and advisory services. Hilco Global has offices throughout the world and provides services to companies and their lenders. Hilco Global's professional services advisors range across a broad spectrum of business categories including retail, industrial and financial. Hilco delivers services focused on maximizing the value of underperforming and excess retail; consumer products and industrial inventory; real estate; intellectual property including consumer brands; and accounts receivable. Hilco is also considered one of the largest distressed investment and advisory companies in the world.

Headquartered in Northbrook, Illinois, Hilco has offices throughout the world with over 500 professionals operating on five continents.
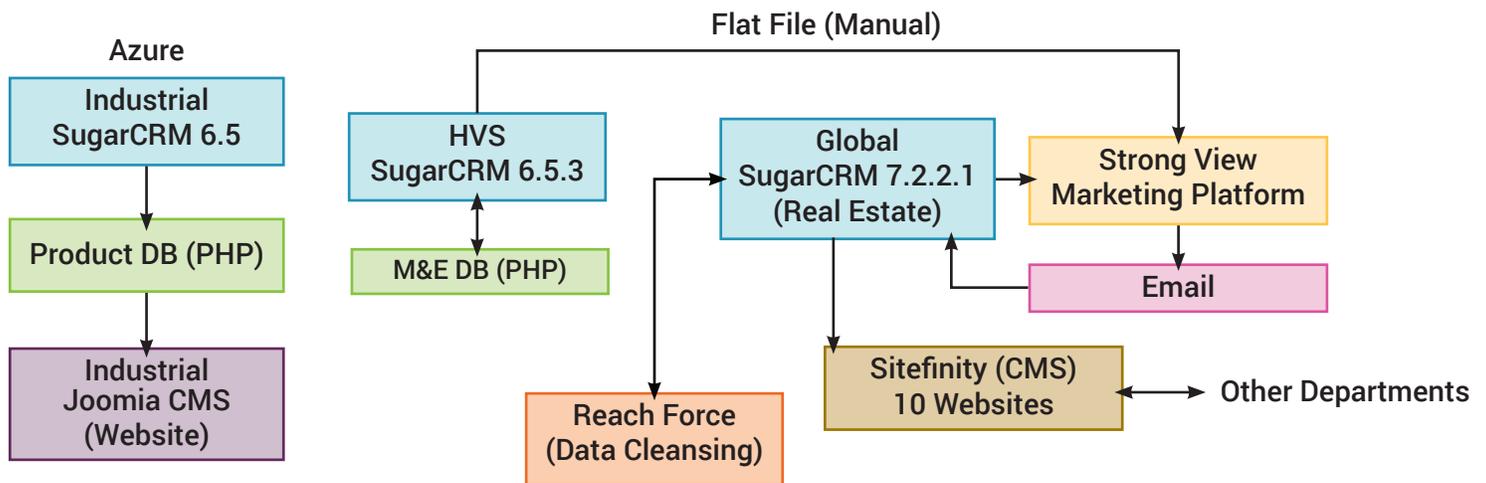
PROJECT:
Hilco SugarCRM Consolidation

INDUSTRY:
Financial Services

MARKET:
Global

WEBSITE:
www.HilcoGlobal.com

Diagram

Azure

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Industrial                HVS                  Global                  Strong View
SugarCRM 6.5         SugarCRM 6.5.3      SugarCRM 7.2.2.1       Marketing Platform
    |                      |                (Real Estate)
    v                      v
Product DB (PHP)       M&E DB (PHP)                                    Email
    |
    v
Industrial            Reach Force        Sitefinity (CMS)       Other Departments
Joomia CMS           (Data Cleansing)      10 Websites
(Website)
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Flat File (Manual)

The centralization on the AWS cloud has made the system's manageability and maintenance almost effortless. Hosting the consolidated SugarCRM system on the AWS cloud is also providing increased performance and lower overall cost.

The newly consolidated system is empowered with:

- A 360 degree, holistic view of the business and unified view of customers.

- Multi-departmental integration.

- Centralized real time business information for faster decision-making.

- Robust business intelligence and reporting for project management excellence.

- A native iPad app with centralized SugarCRM system to eliminate paperwork, provide faster work processing, and send real time information to the system.

VALUE PROPOSITION

- Improved collaboration and productivity amongst multi-departments.

- Reduced system complexities with centralized workflows, escalations and notifications.

- Robust business intelligence and reporting for faster decision making and project management.

- Eliminated paper work for faster processing of information.

- Easier to manage and maintain.

- Reduced costs of operations and maintenance.

- High performing and user friendly system.

About OSSCube

OSSCube is a global solutions provider based in Austin, Texas, with offices in the United Kingdom and India. OSSCube delivers integrated mission-critical business solutions using open source technologies and offers a broad range of services including: consulting, elastic virtual development resources, mobile, web and custom application development, product support, and open source training.

OSSCube is proud to be appraised at CMMI Level 3 (2014), a two-time honoree on the Inc. 5000 Fastest Growing Companies in the U.S. list (2014 & 2015), a two-time honoree on the Great Place to Work® list (2014 & 2015), and a NASSCOM Top 5 place to work (2015).