**For Pyrotek, CRM Success Is Following the "Roadmap" with Strategic Partner ISM as the Guide**

Pyrotek (www.pyrotek.info) is a growing international company with a passion for product and customer relationship excellence. As such, implementing a new CRM program was a carefully considered strategic decision.

Founded in 1956, this privately-held company with 66 locations in 31 countries, is a global leader in supplying products and services to the aluminum, foundry, glass, zinc, and steel industries. In addition, the company provides noise control and hearth products, as well as integrated processing systems and consulting services.

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With thousands of employees and six "entrepreneurial" business units worldwide, adopting an enterprise-wide CRM system required a "democratic" process. "It was essential for each business unit to 'buy-in' to the benefits of CRM for the company as a whole," says Joe Tarulli, Corporate Sales Development Manager, Pyrotek, an early advocate of both CRM and bringing ISM onboard to tackle the challenges.

Tarulli received a CRM tutorial when he attended one of Barton Goldenberg's CRM webinars. "I knew Barton and the company he founded, ISM Inc., were leaders in CRM and implementing customer-centric initiatives for a number of best-in-class global companies. But, it was the in-the-trenches CRM methodologies ISM created and perfected that gave us the assurance to move ahead."

*ISM's CRM Strategy & Implementation Roadmap*

Pyrotek began with a one-day CRM Executive Briefing for senior executives; a process Tarulli says was essential for the understanding of the journey ahead. ISM's CRM Strategy & Implementation Roadmap employs a "Top-Down/Bottom-Up" approach that blends management vision with prioritized operational needs.

The ISM project team next prepared a business case, which Tarulli said was "compelling" as to both the benefits of and the commitments to be made for a successful CRM design and implementation.

But, the biggest factor was garnering "buy-in" as the ISM team either met or talked with key executives of the six business units in what Tarulli says was "a CRM education along with explaining ISM's philosophy that CRM success is based on People – 50%, Process –

30%, Technology – 20%." The case was made and questions answered and in the end, a decision was made to move ahead. It was the "people" part of the formula at work.

*The CRM University for the Art of the Possible*

ISM refers to it as the CRM University and for Protek that meant bringing together 35 highly diverse people from around the world to be educated about the 'Art of the Possible' – here is what you can accomplish with CRM. This group of super-users, the ones who would steer adoption, was able to achieve a consensus recommendation of the key business functionality needed to achieve Pyrotek's CRM vision and reach measurable goals. "This was an important step in the CRM roadmap", noted Tarulli.

With the CRM business functionality prioritized, ISM's CRM Software Lab, established in 1990 as an objective and rigorous testing and analysis laboratory, presented its software recommendations for Pyrotek's review, including onsite vendor demonstrations and presentations.

*User adoption, backed by hands-on training*

Having followed the CRM Roadmap, the selection process was clear, and with ISM's guidance, the contract negotiations went smoothly. Microsoft Dynamics 2013 was selected as the "best fit" for Pyrotek's requirements and growth plans.

Implementation is being paced to ensure user adoption, backed by hands-on training. Plans are to have 400 employees/executives onboard worldwide by second quarter 2014 with continuous user education, executive involvement and innovation taking place.

Tarulli sums up the relationship with ISM: "We appreciate that the ISM team keeps us on track. At Pyrotek we know success takes knowledge, vision and hard work, which are exactly the reasons we've chosen ISM as our strategic CRM partner."