Case Study

Babylon-Enterprise:
The Key to Successful Integration
of CRM System at Radware

Company

Radware Ltd. (NASDAQ:RDWR)

Industry/Market

A leader in integrated application delivery solutions.

Challenge

Improve use and maintenance of data in the company's information systems, particularly the CRM system.

Solution

Babylon-Enterprise gives users instant one-click access to current data for customers, resellers, distributors and products.

Benefits

♦ Facilitated employee access to corporate information, even when working remotely offline.

♦ Motivated employees to utilize and maintain data in CRM and other corporate backend systems.

♦ Helped sales force leverage Radware's installed base into greater revenues.

"Babylon-Enterprise has expanded the scope of our CRM and other information systems, and significantly improved the return on our investment in these systems."

Amir Hunga,
IT Director,
Radware Ltd.

About Radware

Radware develops, manufactures and sells application-smart network solutions. Over 3,000 enterprises and carriers worldwide use Radware application-smart switches to drive business productivity and improve profitability by adding critical application intelligence to their IP infrastructure, making networks more responsive to specific business processes. Radware's APSolute product family provides the most complete set of application front-end, remote access and security capabilities for application-smart networking to ensure faster, more reliable and secure business transactions. Established in 1996, Radware generated revenues exceeding $77.6M in 2005.

Babylon-Enterprise customer, Radware, provides application switching solutions for secure and efficient management of network traffic

Employees Slow to Adopt New CRM System

Radware had invested significant costs and efforts in the deployment of a Vantive CRM system at Radware. But company employees were slow to adopt it and lax about updating the data in the system.

Moreover, the CRM system was not easily accessible to sales staff, particularly when traveling or visiting customers offsite, when they might not be able to connect to the Radware network. Radware required a solution that would make CRM data more readily available to the sales force and encourage use of the CRM system.

Babylon-Enterprise Streamlines Access to Information

The Radware IT-Knowledge Management team found the answer to their needs in the Babylon-Enterprise instant information retrieval system.

A system administrator and an application engineer from Radware defined the system requirements and identified the most relevant and frequently used information in Radware's CRM, ERP and HR systems. They collaborated with a member of Babylon's Professional Services team who was responsible for implementing Radware's requirements.

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Using Babylon-Enterprise tools, the targeted data was automatically extracted from Radware's information systems and compiled into glossaries. The glossaries reside on a Radware server, from where they can be accessed and/or downloaded by users according to system permissions.

In all, the deployment of Babylon-Enterprise at Radware took less than a week.
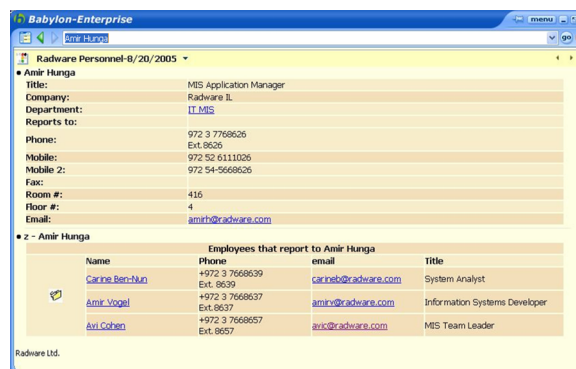
Information Delivered Instantly to Employee Desktops

The Babylon-Enterprise solution at Radware included a CRM glossary compiled from data in the company's Vantive CRM system. This glossary delivers product information along with links to related data for distributors, resellers and end users. It contains thousands of entries, and is automatically updated and distributed to clients daily.

The solution also included the creation of a company personnel glossary. It contains the names, titles and contact details of all company employees, along with hierarchical information and links to the colleagues they manage and those to whom they report. This glossary is also updated on a daily basis.

Customer, reseller, distributor and product details delivered instantly in a click

Employee contact info delivered instantly in a click

Babylon-Enterprise Motivates Employees, Boosts Revenues

Use of Babylon-Enterprise quickly spread throughout the organization. Employees are delighted with the simple, one-click availability of accurate information in the corporate glossaries.

The Babylon-Enterprise client is now a part of the standard installation package on every Radware employee desktop in the company's offices in Israel, the US and other international locations.

According to Amir Hunga, Radware's IT Director, "Babylon-Enterprise was like a shot in the arm that woke up employees to the importance of our corporate information systems. Once the sales team realized how easily they could access customer information, they became motivated to update the CRM system data and ensure the system would consistently deliver current information."

With customer data more accessible and reliable, Radware's sales team can transact more efficiently with customers and better leverage the company's installed base, resulting in greater revenues for Radware.

"We are extremely pleased with the results," continues Hunga. "We no longer have to plead with employees to enter data in our information systems. Babylon-Enterprise has expanded the scope of our information systems and significantly improved the return on our investment in these systems."

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