



## GATHERING TEAMS - SHARING CONTENT - TAMING CHAOS™

### Success Story Overview

#### Industry:

Xerox Solutions Provider

#### Challenge:

Increase sales while reducing T&L expenses.

#### Solution:

Kryptiva's Teambox Suite.

#### Results:

- 14% sales increase in Q1.
- ROI achieved within 30-60days.
- Reduced T&L expenses.
- Closer client relations.
- Increased productivity, especially for those on the road.
- Simple & centralized access to information for all parties.

*"We were confident the technology met our requirements, but the surprise came when we achieved our ROI much quicker than anticipated."*

Simon Desrochers,  
Sales Director  
GDx Bureautique, Inc.

### GDx Bureautique

In the highly competitive world of office equipment sales, managers must find ways to ease communications and answer potential buyers efficiently.

How do people interact with the myriad of tools they use on a daily basis? Are human resources not the corner stone of any business? Can organizations really allow the usage of so many solutions without compromising its viability?

### The Situation

"Timeliness, trust and presentation are often decisive factors in a clients' decision process." Pierre Ledoux, President, GDx Bureautique. Collaboration tools have become indispensable to deal with today's market needs. The challenge was finding a solution with all the features required, while remaining user-friendly. Of all the solutions evaluated, GDx Bureautique chose Kryptiva's Teambox Suite which has become an integral part of client relations.

### Leading The Way

Since opening in 1994, GDx Bureautique has outdone itself through the quality of its service and dedication to customers. By being innovative and open to new technologies GDx Bureautique has been able to rank itself among the top Xerox resellers in Canada. Getting there, the number one rule has always been to better serve the customers and adapt its way of doing business to that of potential customers.

### Moving Forward With Teambox

"It's when facing a customer that a sales representative's efficiency shows." Pierre Ledoux, President, GDx Bureautique. Even if the notion of facing the customer has changed with the arrival of new technologies, the visual and interactive approach remains essential during customer relations. GDx Bureautique representatives are now using screen sharing with their customers for presentations, reviewing contracts and documents, or simply to show them the latest changes. And with several representatives working on the road, the Teambox Suite is also used to hold sales meetings and training sessions, eliminating the costly need to pull sales resources off the field.

Since most of the client interactions are done with external parties, it was imperative that whatever solution was adopted would be interoperable and user friendly. "Kryptiva's Teambox is so intuitive and easy to use that our representatives started using it without any training." Simon Desrochers, Sales Director. Since a Teambox can be accessed through an Outlook connector or via the web, the information needed is always accessible.

