

Catalyst

Company
Catalyst Paper
Corporation

Industry
Pulp and Paper

Number of Employees
3800

Corporate Headquarters
Vancouver, BC

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Overview

Headquartered in Vancouver, BC, Catalyst Paper Corporation is the market-leading mechanical printing paper company in both North America and the Pacific Rim. A leader in innovation and operating margins, Catalyst is well regarded by customers, investors, employees and community neighbours for their performance, actions and values.

Challenge

In the past, Catalyst made other attempts at implementing CRM applications but these ventures turned out to be too complicated and also required using a separate application from which they normally work. This resulted in low user adoption and ultimately, failure of the CRM system. The challenge for Catalyst was to implement a solution that users will find easy to use, that is accessed from one location and also integrates several different systems including SAP, SharePoint and CRM.

Solution

Catalyst understands that adoption is largely driven by how intuitive and relevant the application is. Therefore, they worked with Ideaca to develop a solution termed the "Outlook Sales Portal," a single seamless application that brings together Microsoft Dynamics CRM, Microsoft SharePoint Services and SAP data that is accessed directly from Microsoft Outlook. The focus of the implementation was to provide a single common application for users within the business to access key customer information and record their data. Microsoft Outlook is used everyday by employees at Catalyst, therefore, extending the features within Outlook will lead to increased user adoption. In addition, the solution was also designed to allow managers and their staff to review account information within Microsoft Outlook. Data that can be reviewed includes: associated account records (e.g. opportunities, manufacturing trials etc.), ERP data (e.g. forecast data, sales volumes, customer data etc.), documents (e.g. customer presentations, technical reports etc.) and tasks (e.g. contract expiration tasks, quote expiration tasks, account management tasks etc.).

"Ideaca worked with us to deliver an extremely innovative solution that integrates several systems to provide a seamless and intuitive data source for our employees to use going forward."

*Stacey Wells
Manager of Service Assurance
Catalyst Paper Corporation*

Benefits

Because they were designed to partner with Outlook, Microsoft Dynamics CRM and SharePoint delivers lower training costs, less application-switching and broader user adoption for Catalyst. The access and centralization of applications will provide a competitive advantage by simplifying access to customer data. This will assist with "employee training" (i.e. less ramp up time to understand the customer) as well as "account plan reviews". The solution delivered by Ideaca has allowed Catalyst to more efficiently and effectively make sales decisions, market products, solve problems and further develop strategic views of the business.