



Company Background



Susan Bernard is the Founder & CEO of SPB Global. SPB Global is a rapidly growing independent distribution of electronic components and electro mechanical products with services offered to over 50 countries (<http://www.SPB-Global.com>). SPB Global products include sophisticated electronics like integrated circuits and lasers and well as standard products like wire and circuit protection. SPB Global has partners around the world in Russia, the EU, UK, MX, Singapore, HK, CN and BR. SPB Global labs will be offering advance inspection techniques including decapsulation for die verification as well as in-depth topographical analysis.

Target Market

Their target market includes Original Equipment Manufacturers, Contract Manufacturers, Repair Companies (Telecom etc.) or any company that needs a short run of electronic components. SPB Global specializes in finding the components their customers need and delivering them on time. Customers typically turn to Independent Distribution when main supply chain avenues have been exhausted. SPB Global has a global reach and nearly 10 years of industry experience.

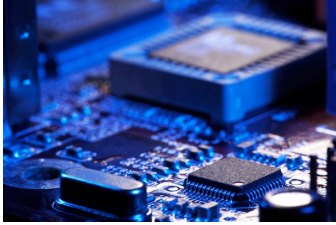
Business Challenge

SPB had several business challenges. First, it's a virtual company with customers and partners around the world so keeping everything organized required more than just Excel and Outlook. Second, as a fast growing company with new customers and partners coming on board all the time, people in the company needed a central place to store and find information. Third, with sales, purchasing and fulfillment handled separately SPB Global needed a centralized system to track their prospects, customers, quotes, orders and sales.

Case Study



Solution



Today as leads come into the company they are qualified and entered into LeadMaster automatically using an email parse. Customer requirements are compared to a master database of products and notes about the request are added to the customer record in LeadMaster. From there the information goes to the buyer who will see what's in stock and what needs to be acquired. Next a quote is created and delivered to the customer. Meanwhile, marketing is driving programs to bring more customers to SPB Global. All of this is tracked with LeadMaster.

Results

The LeadMaster solution provided SPB Global with the ability to keep track of everything in a single location. As the business grows it will be easy to manage their growth and add people without the challenges sometimes associated with virtual teams. Susan Bernard said, "The success of our company is dependent in building an internal foundation that can grow with our company and be customizable to our changing needs."