

CASE STUDY 1: Pahwa Enterprises Ltd. (Bry Air)



Client Overview

Bry-Air, a Pahwa group company, is a global solution provider for complete environmental control with specialization in humidity control, dehumidification, drying, storage, preservation, air and gas purification and plastics auxiliaries supported by state-of-the-art facilities, worldwide operations and customers in almost every industry.

The Challenge

Integration of existing ERP with the SugarCRM. Reduction of cost for managing sales. Automation of lead and campaign management.

The Solution

The system study and challenges for lead management and campaign management were studied with their internal IT team. Integration points with their current ERP system were noted. The project was undertaken in house, with all customization done by PHP developers, after initial system was setup. It took 2 man months of effort to make the system functional according to the client requirement.

The Results

A cost effective yet efficient system which could achieve the growing need of the organization. Few major achievements

- a. Improved call handling
- b. Lower marketing cost and improved customer support, thereby increasing customer satisfaction level
- c. Tracking of lead sources and management of ROI on marketing campaigns.
- d. Helped company to channalize the marketing efforts
- e. Consolidation of sales information lying at various places and programmes

Client Comment

"Pahwa chose Tetra for their holistic approach. Not only could they effectively deliver complex Sugarcrm work but they could complete any design change requests that we made or were highlighted through discussions with our account manager. We are now continued business partners."

Shdhir Chauhan, IT Head, Pawha Group of Companies