

Qi Partner Case Study

Where technology and collaboration empower success

5

Years as a Partner

Cim50

Business Partner

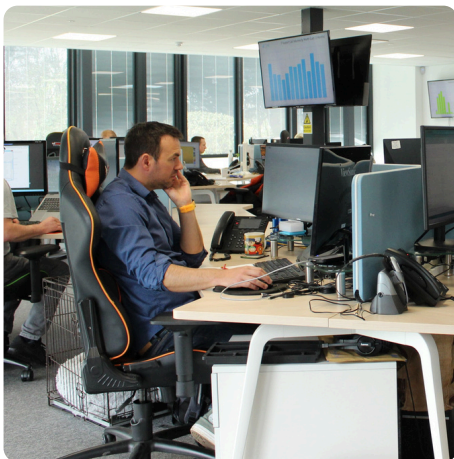
60

Cim50 Users

Situation

CIM Software was founded in 1991, with the goal of delivering software solutions for manufacturers backed up by a support team of experts, separating CIM Software from the competition. As CIM Software grew, we established a network of business partners across the UK and Ireland to expand our sales network and ensure that our high level of support was complemented by the availability of in-house consultations across the UK and Ireland.

One such Business Partner is Qi, located near Milton Keynes. Qi has over 30 years of experience in servicing manufacturers' software needs and is committed to delivering high levels of customer service. When Sage announced that Sage 50 Manufacturing was entering end of life, Qi was quick to partner with CIM Software, as our product Cim50 was a recommended replacement to Sage 50 Manufacturing. The partnership between Qi and CIM Software quickly flourished thanks to shared priorities when supplying software and our matching company cultures. Our partnership also rekindled a friendship between Martin Conner (CIM Software's Commercial Director) and Beccy Rainbow (Qi's Customer Success Manager) dating back to 2003 when Martin was working at Sage as their Sage Manufacturing Account Manager, and Beccy was starting at Qi.



Solution

As mentioned previously, Cim50 is a recommended replacement to Sage 50 manufacturing, which is what led Qi and CIM Software to form a partnership originally. When moving to selling Cim50, Qi found the software to be "making proper use of an MRP" and particularly enjoyed our commitment to keeping Cim50 up to date and regularly adding new features, requested from our Customer Wishlist. Furthermore, the support from CIM Software to ensure Qi was prepared to not only sell Cim50 but also to support Cim50 users accurately, created the perfect foundation for joint success moving forward in our partnership.

As a point in case, Qi had a customer who had struggled for 9 years with the functionality of Sage 50 Manufacturing, and Qi advised them to switch to Cim50. This advice proved to be invaluable, as thanks to the support from Qi, the transition was easy, and Cim50's user-friendly interface allowed the customer to excel and make true use of an MRP. This success was not just exclusive to Qi and CIM Software. Other business partners have commented in a similar vein.

Success

After initially becoming a partner in 2020, Qi and CIM Software have seen joint growth in no small part thanks to their partnership. Cim50 provides the perfect product to round out Qi's product portfolio, and Qi provides a perfect business partner to CIM Software, servicing the Home Counties area and beyond.

A key factor for the joint success in our partnership, beyond the products, is the collective commitment to delivering the highest level of customer support in all of our business activities. Both CIM Software and Qi created a sales process, with customer care being the main consideration throughout, beginning with an investigatory call with the prospective client, allowing Qi to ensure the correct software is chosen to best improve a customer's efficiency. Moving forward after a successful sale is where our joint commitment to customer care shows, as we keep ongoing checks with clients to ensure that the software is performing and being utilised to the best of its capabilities. CIM Software values our partners; that's why we ensure they are fully equipped to deliver the same level of support and service that CIM Software is known for.

We provide regular training for all our products to our business partners and give access to a comprehensive set of guides and marketing materials. Making the process of selling and supporting Cim50 or Cim200 as easy as possible.

Qi is proud to be part of the CIM Software partner network, which enables the reach of deployment to be truly nationwide and for business partners to provide collective feedback to CIM Software so that we continue to improve our business partner relationships and keep our products in line with our end users' needs.



"CIM Software has worked hard to ensure a reliable and trusted network of partners across the country, and our long-standing relationship with Qi is a great example of these partnerships. Qi has years of experience in understanding the needs of Manufacturing companies, how Sage 50 Accounts and Cim50 Manufacturing improve efficiency and help to grow businesses. In addition, they never lose their enthusiasm, drive, and commitment to excellent customer service, when supporting our mutual customers."

- Martin Conner, Sales Manager



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