



# Case Study

## Queen Victoria Market

RXP has partnered with QVM to deliver a world class, cloud based CRM in under six months.



Client
Queen Victoria Market, Melbourne
Challenge
Queen Victoria Market (QVM) embarked on a \$250 million renewal project of the QVM site. QVM were looking to provide to their traders greater communication and collaboration about the renewal. QVM was looking to replace and improve on their legacy systems to remove bottlenecks in their business workflows.

We delivered a cloud first as well as mobile first, world class solution for the largest open air market in the southern hemisphere. Following a comprehensive needs analysis, we implimented Salesforce for their CRM, Billing, Property Management, Communication platform coupling a tight integration with Microsoft Office 365 for their productivity platform, and QuickBooks for their accounting system.

### Outcome

Our Lean Agile Framework ensured that the entire team and project stakeholders clearly understood the status of every integration, it's delivery date, and any blockers. Within 6 months, we designed and delivered this world-class solution that has transformed the QVM to become customer focused, with up-to-date data delivered to stakeholders in real-time. QVM has been around since 1878, yet now operates through the effective use of cloud technology as the global leader in operating a market for all local and international visitors and the traders.

### Our Work

Our team was engaged as Queen Victoria Markets' digital partner to help design and deliver their largest digital transformation project.

The legacy systems had disparate and disjointed on-premises architecture which resulted in the QVM not having a single view of their customers, suppliers, and employees.



### Contact

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