

# SUCCESS STORY



## SALESLOGIX GETS FAN MAIL FROM AVNET

### KEY ACHIEVEMENTS

- Five SalesLogix implementations completed
- \$2 million annually generated with SalesLogix Support
- Salespeople access customer histories company-wide
- A few clicks in SalesLogix replace hours of data analysis
- 20% overall time savings for one sales group
- Automated sales reporting saves 23 hours per week



### CUSTOMER SUMMARY

- World's largest distributor of semiconductors, interconnect, passive and electromechanical components, computer products, and embedded systems
- 13,000 employees total; 1,700 Computer Marketing employees
- 700 SalesLogix users, Web-based
- Microsoft® SQL™ server
- 41,000 Records
- Most recent system rollout completed in 30 days

**When was the last time your IT department received e-mail proclaiming a software solution, "Way too cool!"?**

Well, believe it or not, Dave Stuttard, the vice president of application solutions for Avnet gets fan mail like that all the time. You might not recognize Dave's name, but you've probably heard of Avnet, the world's largest distributor of semiconductors, interconnect, passive and electromechanical components, computer products, and embedded systems from leading manufacturers.

The story began a couple of years ago, when one of the company's sales groups decided it needed to track its customer information better. Some members of the group were using ACT!, the best-selling contact manager from Interact Commerce Corporation, but the majority of their customer data was recorded in systems based on Lotus Notes.

"We knew we could take that only so far," recalled Greg Stoner, Avnet's director of CRM architecture. So, he and his team explored several possible solutions, including Siebel, Onyx, and Pivotal. They also looked at SalesLogix, another product of Interact Commerce, and chose it, deciding it met their technology needs in addition to being very customizable. The affordability of SalesLogix was a plus, too.

### SALESLOGIX SUPPORT HELPS GENERATE \$2 MILLION PER YEAR

That initial implementation was, Stoner said, "very typical" with employees using SalesLogix remotely, synchronizing their individual databases with the company's main database. It has since been upgraded to work entirely over the Web, further

customized, and is a very successful implementation. Even so, it was only the beginning.

Soon after, the need arose for a call management system in a center that provides technical support to Avnet's resellers. "We immediately thought of SalesLogix Support," Stoner said. It took just sixty days to get up and running.

The system has been getting quite a workout, with 10,000 support tickets being written each month. In fact, Stoner said, "We've been so successful that we've had a major computer and peripherals manufacturer sign three contracts with us to provide support for some of their products." Those contracts generate \$2 million dollars annually for Avnet.

Stoner is a real SalesLogix veteran now, having overseen five SalesLogix implementations for the company. In all, Avnet now has 700 employees using SalesLogix – all connecting via the Web.

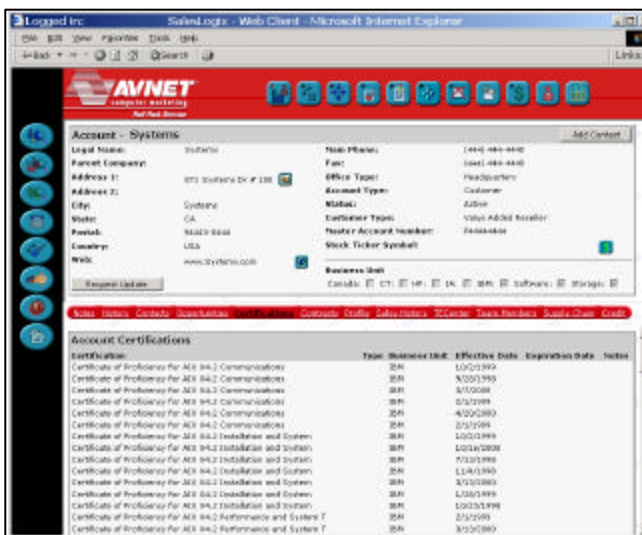
### SALESPEOPLE ACCESS COMPANY-WIDE DATA

The most recent implementation was for its reseller division. "They wanted to turn the reps' account info into an asset of the company's," Stoner recalled. "The idea was to get all that data in one bucket, stabilize it, and make it usable as a whole."

He worked this time with the SalesLogix Professional Services Group to develop a model for the system using the SalesLogix Web client. They got the go-ahead, but with a deadline less than two months away. "We found the rapid development of new features and functions with the Web client to be very powerful," Stoner said.

The implementation has grown, as Stoner put it, into "a customer-centric portal for our sales reps. "Once we achieved our initial goal, the next steps were incremental and, from our point of view, had almost no costs associated with

The Sales History button Avnet added to its highly customized SalesLogix implementation provides its salespeople with detailed information about its customers. The button is one of those in the bar near the center of this screen.



them with major benefits to the users,” he added. As a result, sales reps can now check on the status of a customer’s orders. They even have a hot link to the tracking systems of carriers such as FedEx and UPS.

**20% TIME SAVINGS REPORTED**

Another popular and helpful customization is the Sales History button. Stuttard said, “Salespeople can see, across all product lines, how much a customer has bought this year versus last year and a rolling 12-month total.” They can also check on the profitability of each order.

The upshot is that reps are now receiving and communicating a lot more information to customers. “The sales reps just rave about this because it was data they previously could only get through hours of analysis on the mainframe,” Stoner said.

Stuttard added, “It’s a significant improvement in productivity for our

salespeople.” Indeed, it is. Stoner reports a 20 percent across-the-board time savings!

Salespeople also use checkboxes in SalesLogix to sign customers up for newsletters. Avnet’s Vignette publishing system then goes to the SalesLogix database to create its distribution lists. The entire process is kept in-house, saving money. And, said Stuttard, “The people who generate the mailings don’t have to keep separate spreadsheets or databases. That eliminates a lot of redundancy.”

**FORECASTING WITH SALESLOGIX SAVES 23 HOURS PER WEEK**

Sales management is benefiting from SalesLogix, too. Before SalesLogix, Avnet’s salespeople tracked their opportunities and forecasts on spreadsheets, which were then forwarded to managers for consolidation. Now, all they have to do is keep SalesLogix up to date and it prepares the reports.

One unit reports saving 23 hours each week on their reporting. That’s the equivalent of having an extra part-time salesperson available to serve customers!

“All of a sudden the power of SalesLogix has become visible to our users and management,” Stoner said. “We don’t see an end to what we can do with it. It’s going to grow well beyond where it is right now.”

Stuttard said, “Other than e-mail, SalesLogix is probably the most widely used application we have. It’s something our people use every day. They see the value in it.”

And he should know. He’s the one who received the e-mail that said, “SalesLogix is the answer to our prayers!”

Now that’s value!

**ABOUT SALESLOGIX**



SalesLogix is a fully integrated, customer relationship management suite encompassing Sales, Marketing, Support, and eCommerce components. Used by more than 3,000 customers worldwide, SalesLogix solutions are:

- Highly customizable and proven.
- Right-sized for any situation.
- IT-resource friendly.
- Affordable, offering a low total cost of ownership.
- Intuitive and designed for maximum user acceptance.
- Quickly deployable in LAN, Web or wireless environments.
- Focused on providing a rapid return on investment (ROI).

Interact is the leading provider of relationship management software for mid-sized companies and small office/home office businesses. The company is known for building products that are easy to use, quick to deploy, provide integration with leading back-office solutions and give anytime, anywhere access to critical information. The company’s products include SalesLogix, the leader in small business and mid-market CRM (customer relationship management) used by over 3,500 companies; and ACT!, the best-selling contact manager used by more than 3.2 million professionals and 11,000 corporations worldwide.

Interact is a subsidiary of the Sage Group, plc, the leading supplier of business management software and related products and services to the small to medium sized business community worldwide.