

SUCCESS STORY



SALESLOGIX ANSWERS THE MILLION-DOLLAR QUESTION FOR JEEVES SOLUTIONS™

KEY ACHIEVEMENTS

- \$1 million in incremental sales attributable to SalesLogix
- Unified, enterprise-wide customer database
- SalesLogix interface quickly adopted by distributed salesforce
- Out-of-the-box implementation saved time and money
- Later customizations matched system to successful selling methodology
- Reporting benefits sales and management teams
- Not "a moment's regret"



CUSTOMER SUMMARY

- Provider of Web-based enterprise, natural language, self-service, question answering software
- Initial system rollout in 3 weeks
- 412 total employees; 222 in Jeeves Solutions
- 15 LAN-based SalesLogix users
- 25 Remote SalesLogix users
- Microsoft® SQL server
- 11,000 Account Records
- 780 MB Database

Nearly everyone uses Ask.com® for answers. But, when Jeeves Solutions needed the answer to its CRM questions, who did it turn to? SalesLogix, of course.

"When we began our relationship with SalesLogix in 1998, we were rapidly establishing relationships with a number of Global 2000 clients for the enterprise software side of Ask Jeeves," said Mike Fenn, now the vice president of sales operations at Jeeves Solutions, the enterprise software division of Ask Jeeves, Inc. "We had a very busy sales force – with ever-increasing demands on their time and resources."

But, like any business that's moving forward with market demands Jeeves Solutions had a vision. "It was clear to us that a strong demand for our products and services existed and that we needed to get ahead of the curve," Fenn said.

Jeeves Solutions has since become a leading provider of Web-based natural language navigation and customer intelligence software with the world's leading companies as customers. Jeeves Solutions' technology is now used by a wide range of businesses to answer millions of questions.

As the demand for the company's products and services grew, so did the needs of its sales team. And with that, the need to accurately and efficiently track prospects and opportunities, as well as customers and accounts. Many of the company's salespeople were using ACT!, Interact Commerce's best selling contact manager, but no single application was in use by everyone. And that's what Jeeves Solutions knew it needed to have: multiple users accessing a single database simultaneously. It needed reporting capabilities that would tie the entire organization together. It also needed a solution that would incorporate

the sales model that was already propelling them to success.

In short, said James Lim, the company's strategic alliances manager, "We needed an application that would enable us to be the organization we wanted to be."

FUNCTIONALITY, PLUS THE INTERFACE PEOPLE WANT TO USE

"We looked at many CRM applications and just felt they weren't applicable," recalls Lim of the company's search for a solution. SalesLogix struck a chord, however.

The cost of SalesLogix in relation to the benefits it would provide was the first thing that caught the company's eye. Fenn said, "We felt SalesLogix had the ability to serve our needs at the level we were at, and that it would continue to do so as our sales volume increases."

The product's easy to use interface was another plus. Its similarity to ACT! – already in use by so many of the company's salespeople – made SalesLogix a natural choice.

"We wanted a user interface and functionality that our people would adopt and use, rather than something they would find intimidating," Fenn continued. "We believed it was wise to buy a solution that provided the functionality we needed, without giving us so much that we drowned in it."

The strength of the SalesLogix Business Partner channel was another factor that led Jeeves Solutions to SalesLogix. In this case, that partner was Lexnet Consulting Group of San Francisco. "One reason they selected Lexnet to implement SalesLogix was because they felt we really listened to their issues and ideas," said Doug Nugent, vice president of Lexnet. "They also felt that we – and SalesLogix – would be here to support them as demand for Jeeves Solutions' products grew."

The panel in the upper-right corner of this customized SalesLogix Contact screen enables Jeeves Solutions salespeople to target and evaluate prospects.

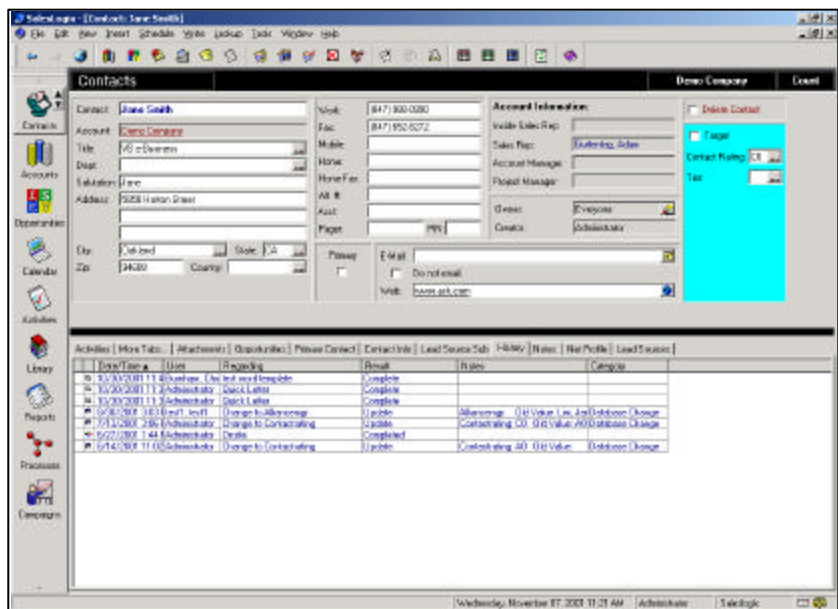
IMPLEMENTED OUT-OF-THE-BOX; CUSTOMIZED GRADUALLY

Jeeves Solutions decided to implement SalesLogix at first with very few customizations. Then, when the sales and other teams in the company better understood the new system's extended capabilities, they could more accurately determine which customizations would be most beneficial. This strategy also helped keep implementation timelines and costs to an absolute minimum.

"After a few months their user base had grown," said Nugent. "They had a solid understanding of where they wanted to take their SalesLogix system and how they could maximize the value of their customizations."

One of the most important customizations was to tailor SalesLogix to fit the sales process in use at Jeeves Solutions. Mike Fenn said, "We have a particular sales methodology and, using the SalesLogix Opportunities functions, we have brought SalesLogix into that methodology."

"SalesLogix has also provided a way for all of us to be on the same page. It has helped create our sales organization's language and means of communication, all while being adaptable enough to fit *our* language and *our* way of doing business."



"We also now have a range of reports to meet the needs of our entire team," Fenn added. "For example, we know that when a deal reaches a certain stage, a sales engineer needs to get involved. They can look to see what deals in their region are reaching that stage and plan for the anticipated workload."

Jeeves Solutions now has about 40 SalesLogix users in a sales force distributed among six offices across North America. "Having that single, enterprise database and being able to share our information has been very important to us," said Lim.

SALESLOGIX "HAS ACCOUNTED FOR AT LEAST ... A MILLION DOLLARS IN SALES"

"We did not want to spend hundreds of thousands of dollars doing an implementation that was going to take a long time and provide

functionality that would never get used," Fenn said. "We bought what we needed and it has performed very well for us."

"I feel quite confident that without SalesLogix, we would not have closed as many deals as quickly as we have. It has brought focus to our pipeline, to our activities, and onto the business we are best able to close."

"I would say SalesLogix has accounted for at least an incremental million dollars in sales since we've used it," he continued.

"We got what we thought we were going to get, at a price that has provided a great ROI. It was the right business decision and I don't believe we've had a moment's regret."

BUSINESS PARTNER



Lexnet Consulting Group has provided ACT! and SalesLogix based CRM solutions for more than 200 companies and 5,000 end users around the world.

The company's mission is to help its customers maximize the efficiency and effectiveness of sales, marketing, and customer support operations through business process automation.

www.lexnetcg.com

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.