

SUCCESS STORY



SALESLOGIX QUICKSTART PROVIDES QUICK IMPLEMENTATION, QUICK RESULTS

KEY ACHIEVEMENTS

- Four-day “out of the box” implementation yields rapid results
- Consolidated view of opportunities and accounts yielding more efficient management and more accurate forecasting
- Easy to use, intuitive interface backed by Web-based training
- Initial database administration handled by Remote SalesLogix Administrator
- SalesLogix system growing rapidly; additional customization being planned



CUSTOMER SUMMARY

- Engineering, construction, and related services
- 200+ employees in 10 locations
- 33 SalesLogix users
- Microsoft® SQL server
- Approximately 800 account records
- 55 MB database

Sebesta Blomberg needed to track its work with clients – and it wanted to get started right away!

SalesLogix QuickStart filled the bill, with the functionality required now and the ability to expand into the future.

Sebesta Blomberg fills an unusual niche. The company is an engineering firm, but it also manages and provides construction services. And if you need their help with the specialized systems in a facility, such as lighting or power distribution, they can provide that, too.

As you might expect for a company that sells a unique blend of services, it has a unique way of selling. The majority of the company’s “salespeople” are really engineering experts or project managers whose primary jobs lie outside the world of sales.

Paul Blomberg, the company’s executive vice president, offers an analogy: “Think about how you engage an attorney or a doctor. A professional salesperson who is not an attorney or doctor probably will not close the deal. A salesperson can open the door, but will not close the deal.”

COORDINATION OF EFFORTS NEEDED

With a mobile workforce of more than 200 employees – nearly a third engaged at least part-time in sales activities – trying to coordinate everyone’s efforts was difficult. Project complexity very often means several different Sebesta Blomberg people work with various individuals in a prospect’s organization.

“We ended up tripping over each other,” Dan Tollman, Sebesta Blomberg COO, said succinctly. “We had instances where three different people would phone the same contact in the same day. We needed to know what the other person was doing.

“We wanted a mechanism that was simple and easy for our people to use, as intuitive as it possibly could be. We wanted to have the simplest possible array of screens and not spend hours and hours customizing and training. That’s why SalesLogix QuickStart appealed to us. It was an easy way to make all that happen.”

SalesLogix QuickStart includes the award-winning SalesLogix, Interact Commerce’s leading CRM suite for small and mid-size businesses, plus a program of managed implementation designed to guarantee quick results.

The company did look at other potential solutions, including one produced by the maker of its project management and accounting system. “It was a comprehensive system,” Tollman recalled. “But, it was just too much.” That characteristic was common among other CRM solutions, too. They were “so complex and lacking in user friendliness that we were put off. We would probably have had a mutiny here,” Tollman said. “With SalesLogix QuickStart, we were able to purchase a highly customizable product, but we could buy it pretty much as you would an off-the-shelf system.”

FOUR-DAY IMPLEMENTATION

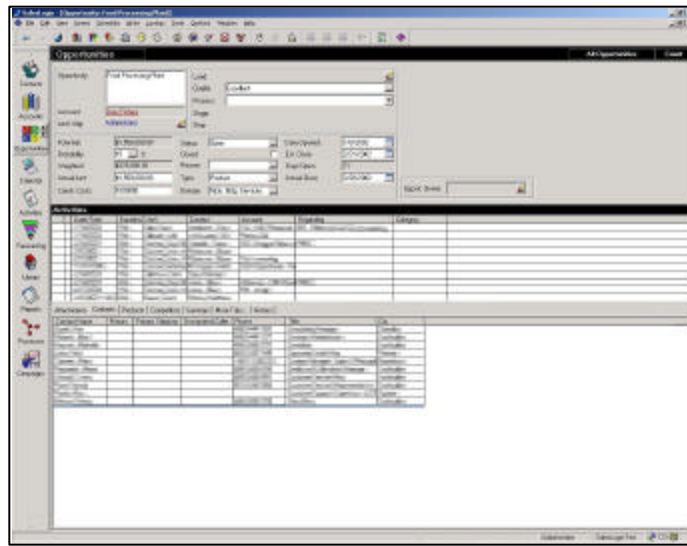
That off-the-shelf quality appealed to Blomberg, too. “By going in with a pretty basic product and trying it, you become more confident in what it can do, with the understanding that you can modify it down the road,” he said. “This also lends itself to more of a bottom-up design, rather than a top-down design. That’s absolutely essential because it gets the users involved in future customization.”

Tollman added, “We deliberately did not do anything very special to the basic SalesLogix package. That was a good decision.”

Although customizations were slight, a few were performed so that SalesLogix fit Sebesta Blomberg’s way of doing business. Some additions were made to

Using SalesLogix, Sebesta Blomberg

is tracking its opportunities more efficiently and in more detail.



the basic SalesLogix Contacts and Opportunities screens, but that was about it. SalesLogix QuickStart includes user training in SalesLogix fundamentals through an on-line tutorial, so they're ready to work with the system right away. The entire implementation took only four days!

VERY GOOD TECHNICAL SUPPORT AND REMOTE SALESLOGIX ADMINISTRATION

Mikael Mackereth, the company's MIS specialist, and Tollman both report that the technical support provided by SalesLogix as part of the SalesLogix QuickStart program was very good. Tollman said, "There was absolutely a commitment to get us up and running."

One important part of SalesLogix QuickStart is the Remote SalesLogix Administrator (RSA). With it, SalesLogix provides remote database administration for a period after SalesLogix QuickStart customers' systems are up and running. Companies who wish to do so can continue the service by subscribing to it.

Sebesta Blomberg chose to bring their database administration in-house, but while

SalesLogix was handling it, Mackereth attended the SalesLogix Administrator class. "At that point, I had access to the database so I could work on it together with our RSA," Mackereth said.

"WE'RE SEEING INFORMATION WE NEVER HAD BEFORE"

Sebesta Blomberg is so pleased with the early results that it's already doubling the size of its implementation and has mapped out a six-phase plan for SalesLogix expansion.

The company is now tracking about 800 accounts. "In our type of business, that's a lot," Tollman reports. "It shows we're generating more potential than we thought we were." Overall, Tollman, Blomberg, and the company's other executives now have a much clearer view of their sales pipeline, aiding sales forecasting and business planning.

Blomberg is eager to see the results yet to come. "As we track wins and losses, we'll see

who is being effective and what techniques are effective," he said. And he's not just talking about sales effectiveness, either. Blomberg expects to use SalesLogix to coordinate marketing efforts and aid customer support, too.

But, for now, it's all about adding to the top line. Blomberg said, "SalesLogix provides a place to record our opportunities and a way of methodically following up on them. It provides a means for coordinating our efforts."

"Getting the software in and running as quickly as possible is the most effective way to deploy it," he said.

Tollman said, "We're excited about what SalesLogix can do for us. We're seeing information we never had before."

And getting a fresh point of view is always an important step toward growth.

ABOUT SALESLOGIX QUICKSTART



SalesLogix QuickStart (available only in North America) is easy to use, implement, customize, and afford. Designed for small businesses with 5-10 CRM users, SalesLogix QuickStart provides a complete CRM system in 30

days for an upfront, fixed price – guaranteed! Bundling CRM software, support, services, and training into one best-practices solution, SalesLogix QuickStart will have you up and running quickly – without disrupting your current operations.

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.