

# SUCCESS STORY



## MERGER AND GROWTH OFFER CHALLENGES; SALESLOGIX OFFERS SOLUTIONS

### KEY ACHIEVEMENTS

- Managed tenfold growth in employees
- Replaced PIMs and spreadsheets for company-wide customer and account management
- Hosted SalesLogix solution quickly customized to display information vital to various workgroups
- Custom-made wizards guide salespeople step-by-step through tightly structured sales process, providing information for solution providers and designers
- Enhanced revenue forecasting benefiting entire company



### CUSTOMER SUMMARY

- Builder of digital markets
- 350+ employees
- 100 SalesLogix users in 20+ locations
- Microsoft® SQL server
- 25 MB Database
- Initial system rollout in only 4 weeks

**When employee count grows by a factor of ten overnight, a company needs more than personal information managers and spreadsheets to make sure its prospects and customers are being properly served. VerticalNet found what it needed – and much more – in SalesLogix.**

Michael Nick, director of sales operations for VerticalNet, describes his company as a “B2B enabler.” Put simply, VerticalNet produces software that brings buyers and sellers together via the Web.

For example, if a business needs a product for its manufacturing process, its purchasers would traditionally pick up the phone and begin searching for the best deal, available at the right time, delivered by the appropriate method. Making this happen gets very complex, very quickly.

“Our products break that complexity down,” said Nick. “We can automatically evaluate the various factors and help purchasers see which offer best meets their needs.”

### COMPANY-WIDE CRM NEEDED — NOW!

The company that developed the technology to do all this was very small; 25 people. They handled their customer contacts with Microsoft® Outlook and tracked accounts using Microsoft Excel. When VerticalNet acquired that company, the number of employees who had to work together suddenly grew by more than tenfold, to about 350, based in nearly two dozen offices. Customer and account management systems designed for individuals just wouldn't work any longer.

“When you become a 350-person company, you suddenly have to take a very

serious look at process and process control,” Nick said. “And everything has to fit around your sales process.” Suddenly, VerticalNet needed a highly customizable customer relationship and opportunity management solution that would work with remote offices scattered around the world. And they needed it right away, because every product VerticalNet produces is unique and success is very dependent on quality relationships.

The company looked at several of the heavy hitters in the CRM world, including Siebel and Pivotal. But, given the level of customization required and the need for a quick implementation, as Nick put it, “It really made sense to move ahead with SalesLogix.”

### FULLY CUSTOMIZED SYSTEM READIED QUICKLY, EASILY

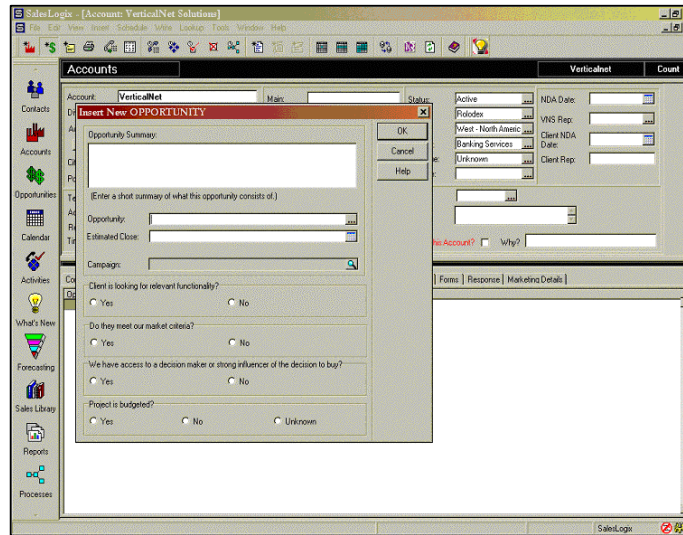
In just four weeks – and on a tight budget – VerticalNet had the solution it needed. Working with the company's IT team, SalesLogix Business Partner Lexnet deployed a fully customized SalesLogix solution. Lexnet began by gaining a solid understanding of the company's business issues and processes to provide a solution that addressed all their issues.

“We handled the advanced customization, scripting, and reporting, and assisted the company's administrator with other customizations,” said Steve Chipman of Lexnet.

Christine King, the SalesLogix program administrator for VerticalNet, is pleased with how easy the SalesLogix Architect makes customization. “It enables you to move things around and see what the finished product will look like,” she said. “It's much easier to use than other customization tools I've worked with.”

The customizations included screens tailored to precisely fit the company's way

The New Opportunity wizard Lexnet built for VerticalNet in SalesLogix walks salespeople through the process of gathering the information they need for each potential sale. Much of this information is later used to build the client's customized solution.



of doing business and wizards that guide salespeople through its unique sales process step by step. Information collected by salespeople using the wizards is also used by employees to build the customers' solutions.

"They use the information entered by our salespeople to determine what the customer needs in their solution," said King. "The wizard asks the functional questions so we can design the solutions."

In a larger sense, SalesLogix is helping the company anticipate prospects' and customers' needs, too. "It helps us define what our prospects are hoping to get from our systems," Nick said. "We've defined what we believe that value is, but the information here helps us validate it."

The implementation also includes KnowledgeSync from SalesLogix Technology Partner Vineyardsoft. It automatically notifies VerticalNet personnel

via e-mail when opportunities reach a certain stage. This enables them to begin preparing for their role in the sale.

Because the company's salespeople across the U.S. needed to begin using SalesLogix as quickly as possible, VerticalNet chose to use SalesLogix via the hosted solution offered by ScionASP.

"The implementation grew very rapidly," said Rick Lutterbie, ScionASP's vice president of operations. "VerticalNet began with a relatively small installed base, then tripled it within about 30 days. It was a challenge to keep up with them!"

Such rapid expansion made good communication among Lexnet, ScionASP, and VerticalNet critical. "ScionASP has expended a great deal of effort making sure our SalesLogix solution works as it should," Nick said. "We asked a lot of them, and they stepped right up."

### **SALESLOGIX "GOOD FOR US AS A COMPANY, AS A CORPORATION, AND IT WILL BENEFIT OUR SHAREHOLDERS"**

"SalesLogix is helping our salesforce be more efficient and that's a timesaver," Nick said. "Our sales and professional services teams are communicating more – and more efficiently – than ever."

"And our sales forecasts are accurate," he continued. "That alone is a tremendous benefit because it will help us make forecasts that are realistic and that we can meet. And meeting our forecasts will be good for us as a company, as a corporation, and it will benefit our shareholders."

With SalesLogix, VerticalNet really has gotten more than just great CRM!

## **BUSINESS PARTNERS**



Lexnet Consulting Group has provided ACT! and SalesLogix based CRM solutions for more than 250 companies and 6,000 end users around the world. Our

mission is to help our customers maximize the efficiency and effectiveness of sales, marketing, and customer support operations through business process automation. [www.lexnetcg.com](http://www.lexnetcg.com)



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