

SUCCESS STORY



PUSH FOCUSES ON PROFITABILITY WITH SALESLOGIX

KEY ACHIEVEMENTS

- Initial system rollout in 7 days
- Familiar, easy-to-use interface led to instantaneous adoption by employees
- Existing customer data imported, views customized to match existing business processes
- Push employees work on hosted SalesLogix solution, just like their customers
- Data shared among Sales, Support, Marketing, and Management teams
- SalesLogix reports helping shape the company



CUSTOMER SUMMARY

- Push
- Application Service Provider
- 48 employees
- 40 hosted SalesLogix users
- Microsoft® SQL Server
- Nearly 77,000 account records
- 1.3 GB Database

Push knew it needed a complete CRM solution to make its salesforce more effective. Once managers saw what SalesLogix could do, they not only added it to their customer support operation, they began offering it to their customers as a hosted solution.

Push's business was growing. The company was diving into the application service provider (ASP) market and management knew the competition would be fierce. ASPs were still relatively new and the idea of providing software as a service that includes deployment, 24x7 customer support, and ongoing maintenance for a monthly fee was a concept potential customers were still getting used to. That meant Push's success would rely not only on technical expertise, but also on the strength of the customer relationships it built.

To this point, Push had used a homegrown Microsoft® Access-based prospect management system. It worked quite well. Well enough, in fact, that the company had sold the system to some of its customers. But the system wouldn't hold up under the requirements of Push's new business, so managers began the search for a true CRM solution.

In the course of their search, they contacted a SalesLogix Business Partner.

FAMILIAR INTERFACE, POWERFUL CUSTOMIZATION

"We initially liked SalesLogix because its interface is very similar to that of ACT!,"

said Dayna Birkley, Push's vice president of business development. ACT!, the best-selling contact manager, is made by Interact Commerce, which also produces SalesLogix. "A lot of our people were already familiar with ACT! and knew how to use it," Birkley said.

Push executives were also convinced that SalesLogix would support the company's anticipated growth, both because of its built-in features and the fact it could be so easily and thoroughly customized. "We knew we'd be implementing a product that had years of real-world experience behind it that we could use that product in a way that fit into the way we were used to working," Birkley continued. "In fact, we found we loved SalesLogix so much that we came to believe it not only made sense for us to use it internally, we also wanted to make it available to our customers." So, Push acquired the SalesLogix Business Partner it was working with and became a SalesLogix reseller itself.

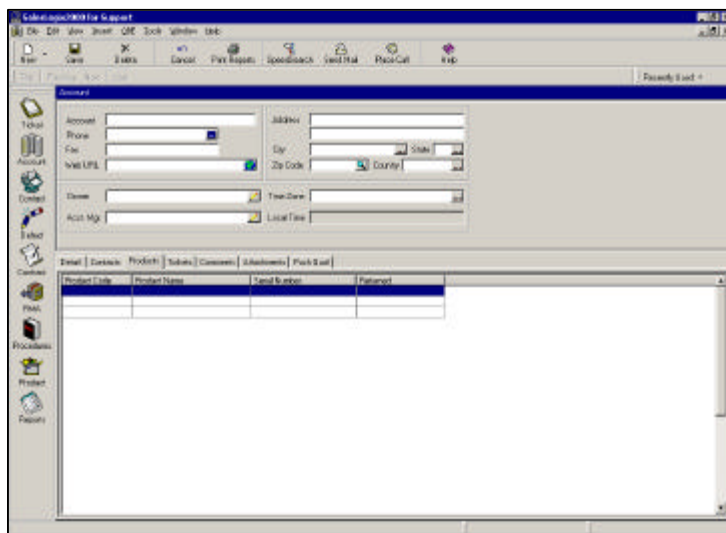
"IMPLEMENTATION EASY," INITIAL ROLLOUT IN ONE WEEK

Paul Kowalski, now Push's vice president of professional services, joined Push during the acquisition and worked on the company's lightning-fast implementation. "We looked at Push's requirements and saw that almost everything we needed was available out of the box," he recalled.

The Push team imported data from its previous system, created groups to segment that data so salespeople could view and use it as they were used to doing, and held training sessions.

And they did it all in a week. "The implementation went very well," Kowalski said. "The out-of-the-box implementation gave us a good framework for identifying and streamlining our processes, helping us improve our business and the results we achieve."

Using SalesLogix Support, Push's customer support team, PushCare, shares customer information with the company's sales teams. The result is seamless customer relationships.



USING SALESLOGIX AS A HOSTED SALES, MARKETING, AND SUPPORT SOLUTION

One unusual aspect of its way of doing business is that Push works internally just as if it were one of its own customers. In other words, Push's internal users work with SalesLogix as a hosted solution. "We know from experience that SalesLogix hosts very nicely," Birkley said. "I travel all over the country – all over the world – and I can be anywhere, log into Push, and access SalesLogix. It works very well."

"Our people love it," Kowalski said. "They really live in it. Everything goes through SalesLogix because it's so straightforward and easy to use."

In fact, once they started using SalesLogix, Push employees began making suggestions for further customizing it. They began using SalesLogix Marketing features and started tracking details of the applications customers were using.

"Capturing that data was the springboard for using SalesLogix Support, too," said Kowalski.

Now, reports David Keller, vice president of PushCare, Push's customer support operation, SalesLogix is the company's primary call center software. "It's great to have a solution with the look and feel of SalesLogix," Keller said. "It works well, it's fast, and customizing it can be done so quickly." Also, because the customer information in Push's unified SalesLogix database is shared between its sales and support personnel, each team is aware of what the other is working on with any particular customer.

Information from SalesLogix is even shared with Push's customers, reporting to them which issues are generating trouble tickets and how many. "We use this info to tweak the knowledge base SalesLogix is generating and to help customers see where

additional training on the applications they're using could benefit them," Kowalski said.

FORECASTING REPORTS HELP "FOCUS ON PROFITABILITY"

Push is also making use of SalesLogix sales pipeline forecasting features to guide the business. "We need to know where we're spending our money – what's working, and what isn't," said Birkley.

"SalesLogix forecasts are giving tremendous information to our leadership team," she continued. "We're able to use that pipeline visibility to see how to maximize our return.

"It's enabled us to make the decisions that are shaping our company and helping us focus on profitability."

That's a focus every business needs to maintain!

BUSINESS PARTNER

Push is an Internet Computing Company, hosting software applications for key independent software vendor partners through its Subscription Application Service™.

Push is a leading hosting partner for Interact Commerce Corporation's SalesLogix, Microsoft® Office and Exchange, and additional complementary

services such as SMTP e-mail, faxing, and virtual private networks.

Push provides hosting over secure private or Internet connections from its fully owned and operated data centers and headquarters in California.

Contact Push at 1-800-push-com, or visit the company's Web site at www.push.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 anytime, anywhere access to critical information. The company's products include SalesLogix, the mid-market CRM leader (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. For more information about Interact, please visit the Web site at www.interact.com.

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