

# SalesLOGIX<sup>®</sup>

## Success Story

### SalesLogix – Successful integration of Line 100 with SalesLogix

“We’ve seen tremendous results from using SalesLogix and we’re looking forward to deploying it as a strategic technology at our sister company Guildsoft.” says Graham Reddie

#### KEY ACHIEVEMENTS

- 35 weeks of productive time gained for sales and 20% work reduction for Client Services Co-ordinator.
- Sales people used SalesLogix to manage contacts, accounts, scheduling and reporting.
- Instant visibility of sales pipeline and forecasts.
- Higher revenue projection due to new business insights.

#### Customer Profile

- Kommunicate is a distributor of value added software solutions targeted at large corporate enterprises, central and local government.
- Based in Winchester, it has 45 employees and has a strong portfolio of server based solutions.

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**To remain a leading supplier, Kommunicate needed to upgrade its internal business processes to improve efficiency and raise sales productivity. Graham Reddie, Kommunicate’s IT Director explains:” Our previous systems were holding us back. We had three main applications - a helpdesk system for customer support, Sage Line 100 for our accounts and TeleMagic for our marketing and account management.”**

#### Challenge

Using three separate systems meant that information was being duplicated and sometimes inconsistently. Employees were wasting time tracking down information, often having to check all three applications to get the complete picture. “It was obvious that we were working inefficiently and potentially failing our customers as there was a lack of consistent communication across the business,” says Graham. Kommunicate needed a new system to bring all the customer information together, store it in the same place, and share it with each other.

#### Solution

Graham had specific requirements in mind: “The system had to offer excellent integration and remote office tools. It had to integrate tightly with Microsoft Outlook and Exchange. It also had to have a built in support module that is truly integrated with the sales module. Many CRM systems offer this functionality but few are developed by the same company which means you run the risk that you can still end up with duplicate data.”

Kommunicate selected SalesLogix Business Partner Crimson Tide to

manage the implementation, customisation, integration, training and support.

To give users one view of account and invoice details, the Business Partner Integrated SalesLogix with Sage Line 100 accounting software. Integration of the new system was developed off-site so that disruption to the company was limited. Kommunicate took this function a step further by integrating their own document management and imaging system (On Base) so that users could view invoices, support schedules or any other documents on screen.

“SalesLogix offers an amazing development environment. So far we’ve been able to do everything we wanted to do and more,” comments Graham. Our Business Partner managed the development process superbly. Each step was documented and signed off separately to ensure no misunderstandings occurred.

New business insights show where the most potentially lucrative leads are being generated in the business. Graham explains, “One of the reports produced by SalesLogix showed that a lot of opportunities were generated by our technical support staff. We therefore put in place an incentive programme to encourage the support team to generate more hot leads.”

Another report revealed a significant revenue stream to be realised. Graham says, “The report highlighted that large support contracts due to be renewed added up to over £1 million. We therefore decided to invest in a full time person to manage this responsibility.”

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