

CUSTOMER SUCCESS



Sage Software Helps Digitell Maximize Sales Opportunities

Since 1986, Digitell Inc., headquartered in Jamestown, New York, has led the industry with advanced conference recording and CD-ROM/Web product development. The company's innovative "No Cost – No Risk" programs have made it an attractive partner for associations and organizations with limited budgets. However, the inefficient, paper-intensive system at Digitell threatened its growth, prompting it to search for a more powerful, integrated customer relationship management (CRM) solution that could more effectively manage sales, marketing, and customer care.

Manual Systems Unable to Keep Pace with Rapidly Growing Customer Database

The company's widespread, labor-intensive processes made coordinating activities and customer follow-up difficult. "Business had grown quickly after we introduced the CD-ROM format and we didn't possess the right tools to manage our rapidly expanding customer database," says Steve Parker, vice president at Digitell. "When we contract to record a conference, we have up to 50 logistical issues to track, all of which are very time-sensitive, and at any given time, we might be involved with as many as 20 conferences. Thus, for us to get the job done right, we have to be on top of every detail or we could face a logistical nightmare."

Free Hosted CRM Trial Offers Complete Solution

The company began exploring Web-based, hosted CRM systems that offered rapid deployment and minimal upfront investment costs. Specifically, Parker wanted a solution that allowed quick and easy customization of screens and fields to fit Digitell's business requirements. During his search, Parker contacted Sage Software partner Computer Control Corporation (CCC), a highly acclaimed authority on CRM solutions, to provide input.

"On CCC's recommendation, we signed up for the free 30-day trial for SageCRM.com, the comprehensive hosted Sage Software CRM solution, and we quickly discovered that this solution could do everything we wanted and more," says Parker. "The Sage Software hosted CRM solution offered many exciting features and incredible flexibility, making our decision to go forward an easy one."

Customer:

Digitell Inc.

Industry:

Multimedia conference education, recording, and marketing

Location:

Jamestown, New York

System:

- SageCRM.com



CHALLENGE

Burdened by an inefficient, manual system, Digitell struggled to manage a rapidly expanding customer database and a burgeoning sales/marketing pipeline.

SOLUTION

SageCRM.com with customized screens and fields, data imported from spreadsheets, sophisticated calendar and tickler features, and complete sales, marketing, and service automation.

RESULTS

Digitell can now better manage its pipeline, provide enhanced customer service, optimize sales opportunities, and manage marketing activities with confidence.

"With SageCRM.com, users can be up and running almost instantly," says Joel Scott, president at CCC. "The application creates the impression of a virtual IT staff. You have immediate access to the entire application with all of its sales automation, marketing, and customer service functionality, plus a host of powerful security features."

When it came time to transition from the 30-day trial period to the live version, Digitell customized the system extensively. For example, it imported data from Microsoft Excel spreadsheets, modified screens by adding fields for various business functions, and more. Digitell also took advantage of a sophisticated calendar feature within SageCRM.com, which can be used for tracking sales and marketing processes as well as for providing tickler files that help Digitell staff deliver improved customer service.

Optimizing Sales Opportunities and Improving Customer Service

"CRM enables us to manage our pipeline with confidence, ensuring that we no longer lose any sales opportunities," says Parker.

"Timely contact with prospects and clients has helped us land new accounts. If we were still relying on our old manual processes, we would risk losing business to someone else. Even though we invested in SageCRM.com primarily to manage our sales and marketing efforts, it has served as a great overall CRM solution for Digitell."

"Timely contact with prospects and clients has helped us land new accounts. If we were still relying on our old manual processes, we would risk losing business to someone else. Even though we invested in SageCRM.com primarily to manage our sales and marketing efforts, it has served as a great overall CRM solution for Digitell."



The Premier Sage Software Business Partner

Corporate Offices

Orange County, California
23161 Mill Creek Drive
Laguna Hills, California 92653
Phone: (949) 583.9500
Toll Free: (800) 425.9843
Fax: (949) 583.0649

www.blytheco.com

Atlanta, Georgia
1100 Johnson Ferry Road, Ste. 450
Atlanta, Georgia 30342
Phone: (404) 841.6240
Toll Free: (800) 455.1368
Fax: (404) 841.6243

solutions@blytheco.com

Sage Software Business Partner of the Year

Complete Sage Software Solutions

Sage MAS 500 ◊ Sage MAS 200 ◊ Sage MAS 90
Sage BusinessWorks ◊ Sage SalesLogix CRM ◊ ACT! by Sage
Sage ABRA HRMS ◊ Sage FAS ◊ Sage MIP Fund Accounting & Fundraising

Offices in these cities & states:

Atlanta, GA ◊ Chicago, IL ◊ Los Angeles, CA ◊ Orange County, CA ◊ Tampa, FL
Colorado ◊ Missouri ◊ New Jersey ◊ Ohio ◊ Oklahoma ◊ Pennsylvania ◊ Tennessee
Texas ◊ Washington

National Presence - Local Touch

ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.



Your business in mind.

©2007 Sage Software, Inc. All rights reserved. Sage Software, Sage Software logos and the Sage Software product and service names mentioned herein are registered trademarks or trademarks of Sage Software, Inc., or its affiliated entities. All other trademarks are the property of their respective owners.

C014SS1U-1204 02/07 07-00200/0207