

SUCCESS STORY



STRATASYS MODELS SALES SUCCESS WITH SALESLOGIX

KEY ACHIEVEMENTS

- Salespeople continuously provide data for timely, accurate reports and forecasts
- Local and remote sales teams up-to-date
- Six-fold increase in number of leads generated from the Web
- Lead qualification time cut by more than two-thirds
- Marketing and advertising can be measured for success



CUSTOMER SUMMARY

- Developer of rapid prototyping systems and equipment
- 61 SalesLogix users
- Microsoft SQL Server
- 23,000+ Records
- 2 GB Database
- Only 60 days from project kick-off meeting to system roll-out

Stratasys Inc. increased sales leads from the Web by 600 percent and slashed the time it takes to qualify them by two-thirds with Interact Commerce Corporation's award-winning SalesLogix and leading implementer Customer FX.

Plenty of companies have implemented customer relationship management and sales force automation (SFA) systems, then found those systems didn't fit well with the way their salespeople did business. The result: salespeople work *around* the system rather than *with* it and managers never realize the improvements in reporting and productivity they need.

That's exactly the situation Stratasys, Inc., found itself in. A leading manufacturer of rapid prototyping systems and equipment, Stratasys is helping revolutionize the way many companies go from idea to finished product. With 1999 revenues of \$38 million, Stratasys serves some of the largest and most prominent manufacturing companies, including DaimlerChrysler, Eastman Kodak, and Hewlett-Packard.

MANAGEMENT WANTED IT, SALESPEOPLE WOULDN'T FEED IT

Recognizing a need to sell more effectively, the company installed an SFA system in 1996. But Stratasys salespeople decided the system just didn't work the way they did, so they didn't use it – no matter how much management liked its accounting and other business functions.

"Our direct sales team found it cumbersome to use, so consequently the team didn't use it at all," said Jim Fendrick, vice president of sales for Stratasys. "Instead, our people would send written sales reports back to our main office for manual entry into the customer database. Obviously, that wasn't the answer we needed."

In short, Stratasys needed a solution that its salespeople would find intuitive and easy to use, but that would also provide the full back-office support so vital to the efficient management and growth of the company.

SALESLOGIX: A BETTER WAY

It was at a seminar that company leaders learned about SalesLogix. As they looked deeper, they discovered it offered everything they were looking for.

- User-friendly, easy-to-use screens to help salespeople significantly cut the amount of time they spend administering their accounts
- Web-browser support and comprehensive synchronization for mobile users, keeping salespeople in the field just as up-to-date as those at the home office
- Intelligent opportunity management, helping speed prospects and purchasers through the sales process
- Accurate data for reliable forecasting with extensive and practical reporting functions
- More efficient management of marketing resources through tracking of customer responses to

Insert New New Survey Tab View

How are you modeling now?	<input type="text"/>	Whose equipment do you have?	<input type="text"/>	<input type="button" value="OK"/> <input type="button" value="Cancel"/> <input type="button" value="Help"/>
What CAD package are you using?	<input type="text"/>	What is your role in acquiring RP?	<input type="text"/>	
Best case, how soon Rapid Prototyping purchase?	<input type="text"/>	What information has changed?	<input type="text"/>	
Received demo, quote, presentation of other RP equipment?	<input type="text"/>	Best describe your business:	<input type="text"/>	
If yes: Who else are you considering?	<input type="text"/>	Secondary Literature Request:	<input type="text"/>	
Who else is involved in specifying RP equipment?	<input type="text"/>	Primary material used in manufacturing:	<input type="text"/>	
Comments:	<input type="text"/>	Product Interest?	<input type="text"/>	
How many iterations are produced annually?	<input type="text"/>	Source:	<input type="text"/>	
		Qualification Date:	<input type="text"/>	

This window, which helps Stratasys salespeople conduct qualifying interviews, is just one example of the quick customization SalesLogix makes possible. Clicking the button at the end of each field brings up a list of possible standard answers to the question or salespeople can type freeform answers. Other customized windows track product usage, installation and maintenance agreements, and certification training, all adding up to a holistic view of the customer. Customizations such as these can be rolled out to users during their regular synchronization sessions, without a complete re-deployment of the system.

advertising, trade shows, PR, direct response mailings, and the Web

- Scalable and dependable architecture for future expansion
- Rapid deployment and quick ROI because SalesLogix was ready to use, out of the box

“The consensus at the company was that SalesLogix had the

functionality we were looking for,” said Fendrick.

To implement the solution, Stratasys chose Customer FX, a leading implementer of Interact Commerce products. Customer FX specializes in mid-size companies like Stratasys, and could install the complete solution, train Stratasys’s staff, and support the system.

The first task Customer FX faced was to make a full inventory of the company’s business methods and systems, gaining insight into its unique needs. Customer FX then assigned technical support personnel to install the SalesLogix system. Over a two-week period, the team migrated the Stratasys database of roughly 80,000 contact records into the new system.

“Switchover to the new system went very well,” said Fendrick. “There were a few glitches, but nothing that wasn’t anticipated. The Customer FX people handled them quickly and professionally. And since the protocol called for both the old and new databases to run side-by-side for the first few months, we had no downtime at all.”

Three to four days of training for the sales force followed, an investment Fendrick believes was well worth it. “We were determined to do this right, for the salespeople’s sake as well as for the ultimate benefit of the company,” he said.

THE RIGHT SYSTEM FOR EVERYONE

Stratasys saw the impact of the new system almost immediately. Salespeople began using it as part of their everyday selling activities, eliminating the need for redundant data entry.

Even more important, SalesLogix brought benefits in sales tracking and lead qualification. The total time required for salespeople to qualify a lead was cut from over a month to just 10 days – an improvement of more than 200 percent. Leads generated from the Web have also risen, from 2 percent in 1998 to 12 percent today.

On the management side, Sales VP Fendrick is looking forward to truly detailed sales forecasting. “That’s been our ultimate goal, and with the quality data we’re receiving via SalesLogix, it will finally be a reality for us,” he said.

“SalesLogix had the features and the quality, and Customer FX had the understanding of our needs. That’s a rare combination.

“The net result is that we replaced a non-used system for building our business with a system that is used consistently, with excellent results. I’d say that’s a success.”

BUSINESS PARTNER



Customer FX, based in St. Paul, MN, is a leading national solution provider of customer relationship management (CRM) systems for the mid-market. Offering a full complement of services, Customer FX specializes in sales force automation, marketing automation, customer support automation, and Web-based product configuration applications. With their *Project Life Cycle* planning and implementation process, Customer FX has received industry recognition for its leadership and has implemented CRM systems for over 1000 mid-market companies. For more information, visit Customer FX on the Web at www.customerfx.com.

Interact Commerce is the leading relationship management software provider for mid-market and small office/ home office businesses. Its easy-to-use products include mid-market customer relationship management (CRM) leader SalesLogix used by more than 3,300 businesses; and best-selling contact manager ACT! used by more than 3 million professionals and 11,000 corporations.

The company’s products implement fast for anytime, anywhere access to critical information. SalesLogix integrates with leading back-office software for a complete view of the customer. Distributed and sold in 67 countries worldwide, SalesLogix and ACT! dominate the high tech, real estate, financial services, manufacturing, marketing, and consulting industries. Interact Commerce is in Scottsdale, AZ (www.interact.com).