

SUCCESS STORY



ADP IMPLEMENTATION, POSSIBLY LARGEST CRM ROLLOUT, ON TIME, WITHIN BUDGET

KEY ACHIEVEMENTS

- System design matches sales processes, improving efficiency, reducing training needs
- Full deployment only 120 days after pilot
- 2,000 remote Sales team users now have holistic view of contacts, customers, histories, products, services for better customer service
- Sales leads forwarded rapidly, automatically to appropriate salespeople, speeding sales cycle
- Sales managers guide teams more effectively with up-to-date forecasts, reports, and sales pipeline snapshots
- System updates roll out easily during user synchronization, without complete redeployment



CUSTOMER SUMMARY

- Provides payroll and HR solutions to small businesses
- ADP has more than 500,000 customers, 40,000 employees
- Company has 50-year history of consistent growth
- \$6 billion total revenues, up 12 percent in 1999
- SalesLogix system has 2,000 remote users, 13 LAN-based admin users
- 7,000,000 account records
- Microsoft SQL Server 7.0
- Total database size: approximately 30 GB

To continue its growth and improve customer service, payroll, benefits, and HR services powerhouse ADP Emerging Business Services needed a new system to manage 7 million customer records for its 2,000-member sales team. They needed it quickly and within budget. SalesLogix from Interact Commerce met the challenge.

Providing more than 2,000 remote sales associates and managers with up-to-date information about their customers is a daunting task on its own. When the database containing that customer information comprises more than 7 million records, the task could be overwhelming.

That was the challenge faced by Automatic Data Processing, Inc., in the drive to help its Emerging Business Services division (ADP EBS) sell more. ADP, one of the largest independent computing services firms in the world, may be a familiar name. ADP EBS specializes in providing payroll and human resources solutions to small businesses.

The company was managing its contacts with a flat-file, DOS-based database system developed in-house that was not integrated with any of ADP EBS's other information systems. That made consolidated reporting difficult, if not downright impossible. It also kept Web-based sales leads from being efficiently forwarded to the right salespeople.

Joe Martz, ADP EBS's director of sales force automation, said, "We knew updating that system was vital to increasing the productivity of our sales team. We wanted to reduce operating costs, improve our efficiency, and, ultimately, enhance the service we provide to our customers."

The company's sales teams needed a system that:

- Tracked leads, activities, and opportunities
- Synchronized data across the company's millions of contact and account records
- Supported current business practices

- Provided sales managers with accurate forecasting, pipeline, and activity management, as well as consolidated reporting
- Worked as their salespeople worked, making it a welcome part of their day-to-day sales activities

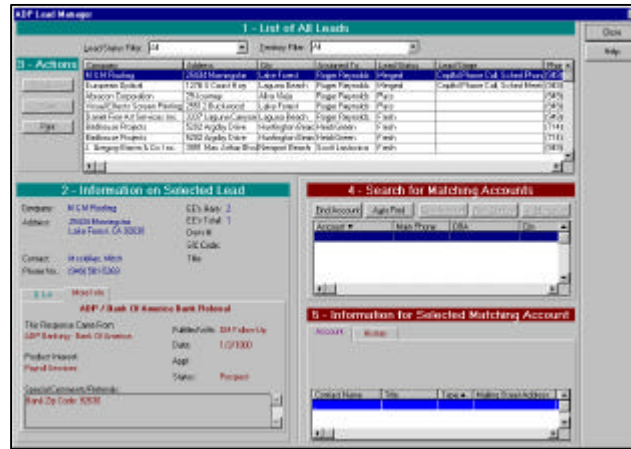
SALESLOGIX ROLLS OUT QUICKLY, FITS THE BUSINESS

ADP EBS contacted Customer FX, an Interact Commerce Business Partner, to investigate potential solutions. Careful evaluation of the company's needs, coupled with the extensive experience Customer FX had with Interact Commerce products, led it to recommend SalesLogix, the complete electronic customer relationship management (CRM) solution. SalesLogix includes sales, marketing, support, and e-business capabilities, providing complete customer data integration.

"Our internal IT staff worked with Customer FX to have a pilot project up and running within 30 days," said Martz. "I would have expected that to take six months to a year with any other CRM package." The pilot project was so successful that a full rollout was soon ordered with Interact Commerce's Professional Services Group handling the implementation.

ADP EBS's SalesLogix system now enables the entire team of sales associates, managers, and executives to remotely synchronize their data to the central database. That means remote salespeople have the up-to-date information they need to track contacts and customers, their histories, and the products and services they have purchased. It also means sales managers can guide sales teams to their goals and beyond through custom-built reports that slice and dice the data to present exactly the information they need. Communication, efficiency, and productivity have all improved.

Among the features of this completely customized screen from ADP EBS's SalesLogix system are the step numbers that guide salespeople through the company's established process for obtaining sales leads.



One of the major reasons for this success is how closely SalesLogix was customized to fit ADP EBS's business rules and procedures. Wizards walk salespeople through the company's sales process, so new users come up to speed quickly, with a minimal learning curve. And veteran salespeople apply the processes with greater efficiency than before.

"Of course, our sales processes are constantly evolving," noted Martz. "When a new one is needed, it's incorporated into a wizard and automatically rolled out to our salespeople as they synchronize their databases." So, SalesLogix not only uses existing procedures to improve sales and bottom-line results, it helps facilitate change by quickly and uniformly communicating that change to those who are directly affected, all without the need for a general redeployment of the system.

IMPROVED COMMUNICATION NOW, ROOM TO GROW FOR THE FUTURE

Other new information, such as the latest sales leads, is also communicated efficiently using SalesLogix. For example, when a new lead comes to ADP EBS over

the Web or through other channels, it is automatically fed into the system. Once there, SalesLogix determines which salesperson should receive the lead. All of an individual salesperson's leads are gathered and transmitted as part of the normal synchronization process. Having such fresh leads helps salespeople enter them into the sales cycle quickly, increasing the probability that those prospects will become paying customers.

Linking customer service data into the SalesLogix database is beneficial, too. It provides salespeople with a holistic view of all the interactions that take place between the customer and ADP EBS. So, if a customer has a service issue outstanding, the salesperson can know about it before making a call on the customer. He or she can offer an update on the situation or at least acknowledge that it is being dealt with.

"The company's communication with the customer is improved and so is our relationship with them," said Martz.

Because of its large size, and to provide for future expansion, the ADP EBS database is distributed among 13 individual servers. Even so, sales data and reports are available on a daily basis. The entire database is updated twice a day and data for reports is collated every evening. Sales executives can run reports at any time, for the entire company or a specific territory. Or they can see accurate sales forecasts and pipeline snapshots, enabling them to manage their teams much more effectively.

Of course, with any system of this scope, ongoing technical support must be taken into account. Industry standards would lead one to expect consulting, implementation, and support to cost about twice as much as the software.

With SalesLogix, however, the ratio between those two types of expenses has been 1:1. In other words, these services are costing about half of what the industry would expect! ADP EBS's SalesLogix system is under budget and exceeding expectations.

"We're getting the results we wanted, at a lower cost than we expected, and all within a much shorter timeframe than we anticipated," said Martz. "What more could we ask?"

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).