

SUCCESS STORY



ARC ADVISORY GROUP BOOSTS SALES, MARKETING, AND SERVICE WITH SALESLOGIX

KEY ACHIEVEMENTS

- Daily sales and marketing productivity doubled
- Six-month savings: \$200,000
- Move from contact manager to full SalesLogix CRM system quick, accomplished without disruption
- Company has shifted from a contact-centric view to an account focused perspective for improved service and sales
- Fax and e-mail marketing campaigns now tied to prospects' interests; results can be tracked and analyzed
- SalesLogix sales reports provide management with the information it needs for fast growth



CUSTOMER SUMMARY

- Leading provider of strategic planning and technology assessment services
- Manufacturing companies, utilities, global logistics providers, and software and solution providers, from Global 1000 firms to small startups
- 75 employees; annual revenues; etc)
- Recent annual growth of 40-50 percent expected to continue
- 65 LAN and Remote users
- Microsoft SQL server database
- 100,000 contact records
- 7GB Database
- Initial system rollout in six weeks

Interact Commerce Corporation

Business Partner THG Sales

Automation implemented

SalesLogix for ARC Advisory

Group, replacing an outdated

contact management system. ARC

now has the reliable CRM system it

needs to integrate its marketing,

sales, and customer service for

increased productivity, growth

and profits.

Whether a business is a member of the Global 1000 or a small start-up firm, growth requires knowledge about the markets it serves and the issues it faces. Increasingly, businesses are turning to firms like ARC Advisory Group for the information and analysis they need. ARC provides strategic planning, consulting, and technology assessment services to a wide range of leading companies worldwide. ARC's clients are in the food, gas, pharmaceutical, chemical, electronic, and semiconductor industries – all sectors that are expanding rapidly.

ARC originally used a contact manager to track its leads and customers, but with offices throughout the U.S., as well as in Japan, India, Germany, and the United Kingdom, synchronization was always a problem. It seemed the system's database continually needed rebuilding because of data corruption. That meant lost information and, perhaps even more significant, lost productivity while the database was out of service.

In addition to the technical issues, there were business reasons to look for another solution. The company needed to run and track e-mail marketing campaigns and, as ARC President Andy Chatha said, "We wanted to move from a contact-

management view of our customers to an account-management view."

SALESLOGIX: "NOW, THIS IS WHAT WE NEED!"

At the time, Bob Ledger was Director of IT at ARC. He is now with THG Sales Automation and Software Consultants, the SalesLogix Business Partners ARC eventually brought in to work on its SalesLogix implementation.

Ledger first saw SalesLogix at a conference on customer relationship management (CRM) solutions. "I watched that demonstration," he says, "and I said, 'Now, this is what we need.' The thing I noticed right away is that SalesLogix is like a craftsman's set of fine tools, so adaptable it's unbelievable."

As Ledger and Chatha evaluated SalesLogix more closely, they became so convinced that it was the right solution for them, they turned down the offer of free software from another major CRM solution provider.

ARC's annual sales meeting was coming up in just a few weeks, and the company wanted to roll out its new SalesLogix system and conduct training sessions then. During that time, the implementation team converted approximately 25,000 records, containing years of customer data, from the contact manager to the SalesLogix database. The team also made customizations to re-create some sophisticated special features ARC had developed for the contact manager.

The initial implementation was completed in time for the sales meeting, with almost no disruption of day-to-day operations. "THG really went out of their way to get us going," said Chatha.

Most of ARC's users work on computers running Microsoft Windows 2000 and have reported that the system is performing flawlessly. The system was also implemented so it would be, in

With SalesLogix, the success of various marketing campaigns can be tracked to help plan for the most effective future campaigns.

Ledger's words, "totally telecommutable" – available for use anytime, from anywhere.

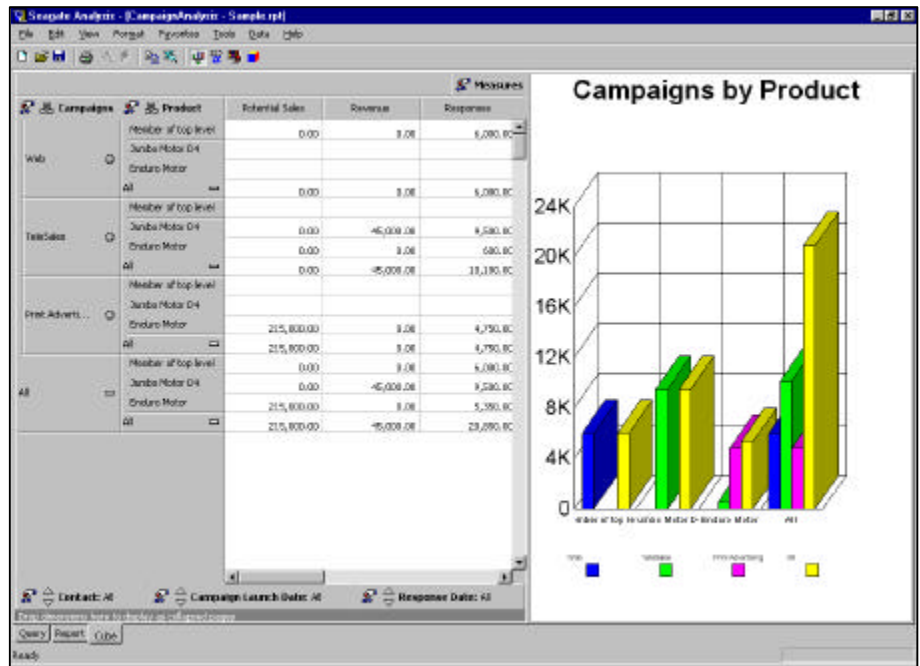
MARKETING, SALES, CUSTOMER SERVICE ALL BENEFIT

The SalesLogix system was put to work immediately, tracking contacts, accounts, and opportunities. As Chatha noted, "Now account managers follow accounts on a global basis." Business with any of a customer's divisions is visible to its account manager, no matter where in the world it occurs.

The system has also been integrated into ARC's mass fax and e-mail marketing programs, with the messages personalized based on prospects' interests. When responses to a campaign begin coming in, marketers know which leads come from which campaign, leading to more efficient marketing in the future.

Information from potential customers registering on the ARC Web site is stored in the SalesLogix database and automatically delivered to the appropriate salesperson for an immediate, knowledgeable response. It all leads to improved efficiency, quicker sales, and added revenue.

With the growth of the Web, ARC has found that many customers, especially those outside the U.S., prefer to access their reports electronically. The issue ARC had to solve was how to provide the Web-based



service customers wanted, yet still ensure they downloaded only the reports they were authorized to have. Once again, the solution was in the SalesLogix database. Customers' subscription information is stored there, providing Web servers with the information they need to decide which documents should be available. If a customer wants a report not already ordered, a customer service representative makes the report available quickly and easily.

ARC's management team also now enjoys a view into the future of their business through the system's extensive reports. Closed-sales reports, forecasting and opportunity reports, even reports relating to specific customers' accounts provide the information ARC managers need to plan and grow their business.

Of the system, Ledger says, "It's constantly changing. As ARC comes up with new services and concepts, it has been very, very easy to adapt SalesLogix."

The SalesLogix database has already doubled in size, to 50,000 records, and is predicted to double again during the next year. SalesLogix is taking this rapid growth in stride and is expected to continue growing with ARC for the foreseeable future.

\$200,000 GAIN IN SALES AND MARKETING PRODUCTIVITY

"We've been able to automate many of our sales and marketing processes," says Jennifer McGhee, ARC's manager of CRM applications. "Our productivity has more than doubled, providing almost \$200,000 in savings in the past six months alone. We've been able to free several members of our team for other significant activities. And we're collaborating with our international offices more than ever."

ARC Advisory Group's business is all about knowledge. And one thing they know for sure is that SalesLogix is helping give them the edge they need for continued success.

BUSINESS PARTNER



One of the nation's leading systems integrators, THG specializes in the installation of enterprise level CRM systems and software. THG also provides intensive user training and systems maintenance services.

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).

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