

SUCCESS STORY



WITH MACOLA AND SALESLOGIX, "IDEAL INTEGRATION" OF FRONT AND BACK OFFICES COMES TO LIFE

KEY ACHIEVEMENTS

- 3.5 million customer records, some 15 years old, imported
- Already successful sales processes refined, automated
- Communication within Macola and with partners more efficient
- Macola-developed back-office integrator provides total view of customer interactions
- Opportunities tracked from marketing campaigns through fulfillment and billing
- Better data collection leads to improved management reporting and forecasting
- Customer service enhanced as all departments have all data available to them



CUSTOMER SUMMARY

- Provider of technology solutions to growth-oriented small and midsize companies
- 300 employees
- 25-30% compounded growth in recent years
- 125 SalesLogix users
- Microsoft SQL server
- 3.5 million records
- 3.5 GB Database
- Initial system rollout in 19 days with customizations

Macola Software not only needed a CRM system to help make its sales and customer service processes more effective and efficient, it wanted a partner for development of a sophisticated front-office/back-office data integrator. It found both in SalesLogix.

Macola President Bruce Hollinger's experience with SalesLogix began when he was on the Web, checking out CRM vendors. He sent an e-mail message, requesting more information on SalesLogix, a product of Interact Commerce Corporation.

"Within 15 minutes, my phone rang – it was an Interact sales representative," Hollinger said. "I was shocked that an organization could respond so quickly. When I asked the rep about his response speed, he explained he knew that if I was on the company's Web site sending an email, I was most likely in my office then, so he called." It was the beginning of beautiful relationship.

Macola, a worldwide provider of technology solutions to growth-oriented small and midsize companies, is no stranger to great customer service. It's been using software solutions for about 15 years to help it provide first-class service to its own customers. But the need for a full-fledged CRM system was becoming apparent. And besides, Macola was looking for the right partner with which to develop an integrator that would tie its Progression Series suite of manufacturing, distribution, and financial software to a CRM solution.

Working with SalesLogix, Macola could offer its customers a total, integrated CRM system that would unify all their customer data, helping them better serve their customers and prospects, and, ultimately, sell more. The two companies were a good

fit, so work began on implementing SalesLogix at Macola, as well as on the development of Macola's CRM Integrator.

3.5 MILLION RECORDS IMPORTED

One complication to implementing the new CRM system at Macola arose out of the company's long-term use of sales automation software: there was a tremendous amount of data to import. Fifteen years worth, in fact; 3.5 million records. And, as with any dynamic company, Macola couldn't afford to have that data unavailable for any lengthy period of time.

"We began converting data on Friday night and were done before Sunday," said Lorraine Corbin, Macola's director of sales operations. "We lost less than four hours of productivity, and that was an hour here, an hour there over a two-day period.

"We did a SalesLogix implementation that was pretty much out-of-the-box," Corbin said. Even so, the deployment included modifying SalesLogix screens so they matched Macola's internal business practices. In all, the implementation took only 19 days to complete.

IMPROVED PROCESSES, COMMUNICATION, MARKETING, FORECASTING

Macola already had sophisticated sales processes in place, but the company used those built into SalesLogix as a guide to further automate some of its internal processes.

"What the salesforce really likes is that we can attach our proposals to the account records," Corbin said. That makes the specifics of any particular sale available to everyone who works with that customer.

The company's marketing department is benefiting, too. "We've been able to look at our lead process and better understand the relationship between campaigns and lead sources," Corbin said.

The Macola CRM Integrator Linker Utility is used to cross-reference ERP salespeople to SalesLogix users, and more. This ensures that the information flow between SalesLogix and Macola Progression utilizes the correct owners, so that as new accounts are added, the security and account access in SalesLogix is automatically updated.

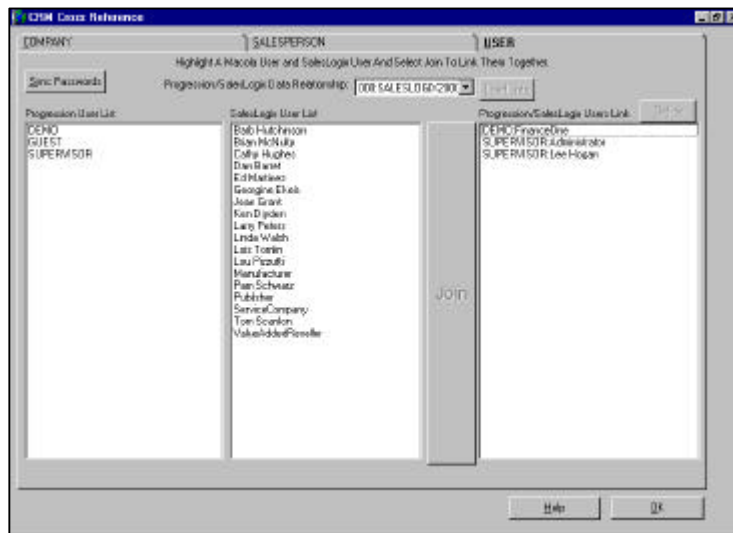
Management is also making use of the data Macola's salespeople are entering into the system. "With SalesLogix, we can see data in the forecasting module any way we want to," said Corbin. "We're able to pull those very real-time forecasts up anytime, from any location."

Add improvements in communication within the company ("It has opened us up to communicate better and to know our customers better," Corbin said.) and with its partners ("We're spending much less time documenting events and using that time to focus on future activities."), and Macola's SalesLogix implementation is a success in its own right.

SALESLOGIX OPEN ARCHITECTURE MAKES INTEGRATOR POSSIBLE

But what about that integrator Macola wanted to build? One of the primary reasons Macola chose SalesLogix was the product's open architecture. The company's designers knew it would enable them to build the level of integration they envisioned for their customers. They're sure they were right because they had put the CRM Integrator to work in-house.

"We're an e-business company selling e-business solutions," Hollinger said. "It's important for us to be able to assure our customers that those solutions work in the



real world. That's why we test and prove the value of the systems we build by deploying them here, at Macola, first.

"The important part of creating a properly working integrator is to make sure the account records in the back-office system *exactly* match those in the front-office system. It sounds simple, but when you mix customers and prospects, it gets complicated. We've had close integration before, but never *ideal* integration."

Well, now Macola does. All the master customer information records are held in the SalesLogix database, with Macola's CRM Integrator guaranteeing that the front- and back-office systems are synchronized.

IMPROVED CUSTOMER INTERACTIONS THROUGH 100% INTEGRATED SYSTEMS

"With the Macola CRM Integrator, we have 100 percent integrated systems," said Hollinger. "We're able to integrate everything from the marketing process all the way to

order fulfillment. And every salesperson can bring up an opportunity and drill into the back-office orders that are linked to that opportunity. So, if a customer has questions about an order, we can now answer those questions. And it's real-time."

The benefits of the SalesLogix/Macola integrated CRM system are already apparent within Macola. Hollinger said, "We're further refining our business processes to improve the amount of business we generate and close. Our forecasting has improved and we're improving customer service.

"Plus, to people using the integrated systems, it's a one-step process. They press a key and the info's there. It looks very easy to them."

But then, the right solution always looks easy, doesn't it?

BUSINESS PARTNER

Macola Software delivers an e-Business solution for small to midsize growth-oriented businesses that integrates BackOffice ERP, Customer Relationship Management, and e-Commerce.

Macola's signature product - the Progression Series - is a set of ERP applications based on advanced

technologies that provide a strong backbone for today's e-Business solution. The Progression Series solution is built upon superior business applications that maximize the power of Microsoft Windows and BackOffice environments. Enterprises worldwide operate their businesses today using Macola

software and rely on it to manage over \$100 billion annually.

Founded in 1971 and headquartered in Marion, Ohio, Macola is a wholly owned subsidiary of Exact Holding NV, the Dutch-based leader in international e-Business and ERP solutions.

Interact is the leading provider of relationship management software for mid sized companies and small office/home office businesses. The company is known for building products that are, easy to use, quick to deploy, provide integration with leading back-office solutions and anytime, anywhere access to critical information. The company's products include SalesLogix, the mid-market CRM leader (customer relationship management) used by over 3,500 companies; and ACT!, the best-selling contact manager used by more than 3.2 million professionals and 11,000 corporations worldwide. For more information about Interact, please visit the Web site at www.interact.com.

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