

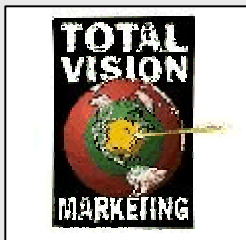
SUCCESS STORY



SALESLOGIX UNITES TOTAL VISION MARKETING DURING EXPLOSIVE GROWTH

KEY ACHIEVEMENTS

- Synchronization of customer and vendor data among various operations ensures all parts of the company have up-to-date information
- SalesLogix Web client keeps manufacturer's reps in touch, making sure they, too, have the latest customer data
- Improved communication for marketing, sales, customer service, and administrative teams leads to more satisfied customers, more repeat customers
- Integrated operations have helped manage 900% annual growth in revenues
- Company and system poised for continued growth, including front- and back-office integration, and e-commerce



CUSTOMER SUMMARY

- Sales, marketing, and distribution
- 20 employees and 15 manufacturer rep groups
- Nine-fold revenue growth year over year
- SalesLogix used via LAN, Remote client, and Web
- Microsoft® SQL Server
- 1,500 Records
- 43 MB Database
- Initial system rollout in 8 weeks

Total Vision Marketing was growing, but its contact manager couldn't, resulting in a synchronization bottleneck. Interact Commerce Corporation partner InBusiness Solutions introduced the company to SalesLogix and now Total Vision is managing its explosive growth and planning for continued rapid international expansion, including 10 distribution centers in the U.S. alone.

Being a sales, marketing, and distribution company for other companies' products means you have lots of customers and partners to keep track of. Toronto-based Total Vision Marketing is no exception.

When Total Vision started out, it found a contact manager handled the job quite nicely, but as the company added offices, salespeople, and manufacturers' reps, the system was soon overtaxed, preventing the company from getting the most out of its valuable data.

Mike Boulding, President of Total Vision, said, "There was no synchronization of the data and that was a huge problem for us." Under the existing system, data was often incorrect, out of date, or simply varied from office to office. Another problem was that the contact manager could not be customized to fit Total Vision's business practices.

"Synchronization was mission critical," said Bernard Weinstein of InBusiness Solutions, an Interact Commerce Corporation Business Partner.

Security was also an issue. "Total Vision needed a single, unified database," observed Weinstein, "but wanted to provide

various users with different levels of access to information."

"SALESLOGIX HAD ... THE BEST POSSIBLE SOLUTION"

The company spoke with several resellers. None of them recommended continuing efforts to make the contact management solution work. That's when Total Vision began serious evaluation of several major electronic customer relationship management (CRM) products. During that process, InBusiness Solutions, one of Interact Commerce Corporation's Business Partners, introduced them to SalesLogix.

"When we looked at all the features of all the products, SalesLogix had, based on our analysis of value versus price, the best possible solution," Boulding said.

InBusiness Solutions had Total Vision's SalesLogix system up and running in only eight weeks.

Training Total Vision's staff to use the new system went as well as the implementation. Most sales reps easily moved up from the contact manager to the SalesLogix CRM suite. "We didn't find that training and getting people up to speed was a big issue," said Boulding. "The ease of use was there."

Initially the system filled the same role as the contact manager, but with the synchronization the company so desperately needed between its Toronto and Pennsylvania offices to keep up with growing sales. Now, Total Vision's marketing, sales, customer service, and administrative teams use it. SalesLogix is proving so useful to the company that they are constantly adding new users and the next step is back-office integration with their accounting package.

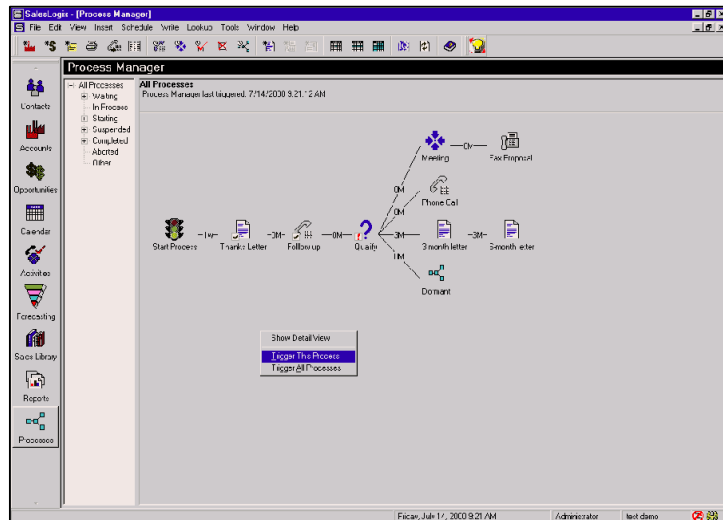
"We're only using 40 percent of the system," Boulding notes. "Once the accounting side comes in, then it becomes a truly enterprise-wide system."

Even so, using customizations performed by InBusiness Solutions, Total

Sales processes that fit current businesses practices can be quickly built in SalesLogix. The result is a system that aids the bottom line – and growth – more rapidly because salespeople can be productive with it faster.

Vision is using the CRM power of SalesLogix in many ways they really didn't expect to. For example:

- *The SalesLogix Web client.* Boulding noted, "As manufacturers' reps have become more prevalent in our business, enabling them to connect to the database via the Web has become more important."
- *Calendar viewing and synchronization.* Total Vision employees can view one another's calendars and schedule meetings that everyone can attend. "We can be more efficient that way, rather than leaving three voicemails and sending two e-mails," Boulding said. "That's been a real benefit to us that we never expected."
- *Improved customer service.* The ability to track literature fulfillment requests and direct prospects to local distributors has improved efficiency and reduced costs. Increased customer satisfaction levels are leading to more repeat customers, too.



UNITING THE COMPANY DURING TREMENDOUS GROWTH

The company is seeing the benefits of using SalesLogix on its bottom line. In the year before adopting SalesLogix, Total Vision did slightly less than \$1 million in sales. Through acquisitions the company has made, that figure is expected to jump to about \$5 million and the company's distribution arm is expected to bring in another \$4.5 million. Add it all up and the company is experiencing revenue increases of 900 percent. And the engine that's making the successful management of this growth possible is SalesLogix.

Total Vision is planning to expand its operations – as well as its SalesLogix system – to the entire Western Hemisphere, starting

with the opening of 10 distribution centers in the U.S. over the next three years. The company also plans to take SalesLogix into the manufacturing facilities where the goods it sells are produced, enabling personnel there to view sales and add important information to the system. And an on-line storefront is under development, too, so customers can purchase goods anytime, anywhere.

You might expect so extensive and vital a CRM system to require constant maintenance and upkeep. But that hasn't been the case at all. Total Vision's SalesLogix solution is so trouble-free that the company hasn't needed a full-time system administrator. And when it comes to customization, minor changes can be made by Total Vision managers. InBusiness Solutions performs more extensive customizations.

"Total Vision needed a core communications tool," Weinstein said. "Something to tie the organization together and keep their information organized through this tremendous growth. SalesLogix is that tool."

Mike Boulding says simply, "I just don't know how we'd run our business without it."

BUSINESS PARTNER



InBusiness Solutions is a leading provider of consulting services in sales force automation systems, having

pioneered the development of critical tools and methodologies in sales automation and technology planning, on behalf of clients across North America. The key to the company's success as technical planning and process management experts lies in its unique ability to connect with its clients.

Interact Commerce is the leading relationship management software provider for small, home, and mid-market 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).

SalesLogix is a registered trademark of Interact Commerce Corporation. All other products mentioned in this document are registered trademarks or trademarks of their respective holders. ©2000-2001 Interact Commerce Corporation. All rights reserved.