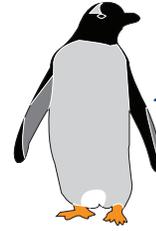


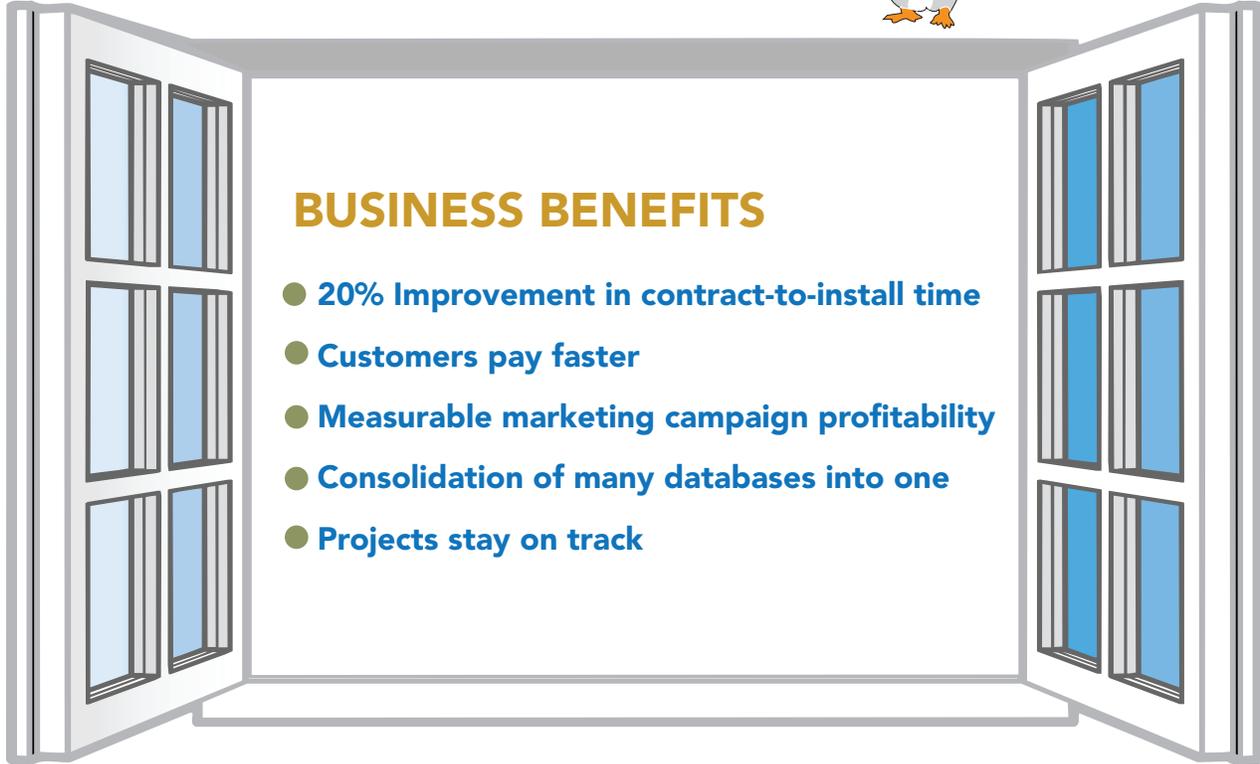


Success Story: American Exteriors

COMPANY: American Exteriors
BUSINESS: Window Manufacturing & Sales
SOFTWARE: Sage CRM Products
SAGE PARTNER: Blytheco, LLC



American Exteriors



BUSINESS BENEFITS

- 20% Improvement in contract-to-install time
- Customers pay faster
- Measurable marketing campaign profitability
- Consolidation of many databases into one
- Projects stay on track

A Tradition of Service and Innovation

American Exteriors is the 18th largest residential exterior remodeler in the US, with back-to-back recognition on the Inc. 5000 list of largest growing companies. The company manufactures and sells replacement windows, siding, and other products that improve the energy efficiency and appearance of an existing home. American Exteriors offers a replacement process that begins with in-home consultation and ends with the certified installation of a custom manufactured product.

Close relationships with customers are a clear differentiator for American Exteriors. They emphasize convenience for the customer, with 99% of their sales done in-home by field

salespeople carrying samples. They even use their customers as marketing partners, through company promotion ranging from referrals of friends and neighbors, or even hosting "Customer Open House parties" where they show and demonstrate their windows.

In business for 30 years, this company continues to innovate and differentiate not only to compete but to systematically grow in a crowded market. An integral part of their continued growth is the adaptation of new systems and processes which allow them to meet their mission of making homeowners happy- the most crucial hub and foundation for their success is an integrated Sage solution.

NATIONAL PRESENCE - LOCAL TOUCH

Regional Headquarters

Orange County, California
 23161 Mill Creek Drive, Ste. 200
 Laguna Hills, California 92653
 Phone: (949) 583.9500
 Toll Free: (800) 425.9843
 Fax: (949) 583.0649

Atlanta, Georgia
 1100 Johnson Ferry Road, Ste. 450
 Atlanta, Georgia 30342
 Phone: (404) 841.6240
 Toll Free: (800) 455.1368
 Fax: (404) 841.6243

www.blytheco.com

solutions@blytheco.com

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A Window of Opportunity

In 2008, American Exteriors had aggressive plans for growth and expansion of the company, but wisely realized that they would need to manage projects more effectively and profitably, and empower their sales team in order to scale their business up. Working with [Blytheco](#), they determined that they could achieve many of their goals by integrating their unique approach to service with CRM and their existing [ERP](#) system.

In the first 18 months after deploying [CRM](#), they saw dramatic results. They have shortened their contract-to-install time from an average of 36 days to 30 days (20% improvement), and due to increases in tracking customer referrals, the ability to automate processes and the ability of personnel to support multiple districts from a single location, American Exteriors have realized ROI within 13 months – the system has already paid for itself.

Deploying an integrated solution allowed the company to consolidate 5 disparate databases and platforms that did not effectively pass information between them. The ability to house all information about a customer from “cradle to grave” means team members can see customer activity from the initial point of contact until completion of the project, tracking of the warranty for that job and any warranty or service requests. Visibility makes their jobs easier and means faster, better service for customers.

While a typical window installer talks in terms of months to manufacture and install custom windows, American Exteriors distinguishes itself by shortening the delivery time instead to weeks, with help from alerts and workflow optimization. The system tracks all relevant dates along a customer’s process, and sends reminders to American Exterior production team members about what orders await processing. If a project status hasn’t been updated in three days, team members get an automated email from the system asking them why.

Workflow also enables more efficient and timely payment collection. The company doesn’t collect payment until a job is installed and the customer has signed off that they are happy. The contract signing sets off a tickler from the system to the Accounting Department, notifying them that the customer can be contacted for payment. The result is that invoices are issued and payments made in a timelier manner than previous manual processes.

American Exteriors has also seen ROI in [marketing](#). By automating campaigns, they can measure the costs of their marketing initiatives, track lead sources, and determine the profitability of campaigns.

They continue to find ways to drive profitability through the system – the company is currently exploring ways to measure and boost profitability of jobs, by possibly making inventory information available via CRM, thereby having the ability to see hard dollar costs on projects. They are also exploring using mobile functionality to handle scheduling of their sales people and record results of the sales calls directly without having to track it via emails.

