

Sage SalesLogix

Listen to the experts! Companies Prefer Sage SalesLogix Over Competitors' CRM Solutions



Value for Your Investment



Cabot Corporation evaluated several CRM solutions including Sage SalesLogix. *"Sage SalesLogix was the clear winner. The solution needed very little customization and was an excellent value for the money—an all-inclusive package with many options that we could turn on in the future as they were needed. The scalability of Sage SalesLogix was also a deciding factor."*

Kedar Murthy, Director of Global Sales and Technical Service and eBusiness – Cabot Corporation



SCC was relying on the Goldmine CRM solution, but found that the system's limitations were starting to impact on contact management and company performance. After an in-depth review of a number of systems, the company selected Sage SalesLogix. *"Sage SalesLogix simply offered us more flexibility and scalability than other systems. By providing greater visibility into leads and opportunities, we now have a far more accurate understanding of our pipeline, which means we're far better informed when designing future growth strategies. That's a really valuable return on our investment."*

Mathew Jameson, General Manager – Samsung Communications Centre (SCC)



Authority reviewed many potential systems before deciding that Sage SalesLogix would fulfill its technical, operational and financial criteria. *"Cost is always an issue for any government funded organization and in Sage SalesLogix we found a system offering value for money, with the added advantage of being Web-based, so users can gain access through a browser from our different offices."*

Katherine Topping, Knowledge Infrastructure Officer – Northumberland National Park Authority

Unparallel Application Integration



Experient needed a way to efficiently manage sales and opportunities, whether they came from an ever-expanding worldwide sales staff, electronically via Web-based leads or via e-mail requests for proposals. Thus, the search began for a complete CRM solution. *"We spent a lot of time investigating solutions and were actually halfway through the buying cycle with another one. However, we realized that with the addition of Sage SalesLogix, all our customer-facing systems could be tied together. Our Sant automated proposal system integrates with Sage SalesLogix, and we use Sage Dynalink to interface with our Sage MAS 90 accounting package. You can't imagine how information sharing improves sales productivity and customer service!"*

David Peckinpugh, Vice President of Sales – Experient





Windy City Wire had been using Goldmine, but the contact management software was not capable of supporting the large user count the growing company required, nor did it provide the integration tools the company wanted. *“Goldmine was just too slow in the end. Plus we wanted to integrate with our phone system, our ERP (Enterprise Resource Planning) software, and incorporate other customizations that Goldmine wasn’t capable of. We looked at Microsoft CRM, Goldmine Enterprise, and Sage SalesLogix. After a thorough evaluation, we selected Sage SalesLogix for its performance, customizability, and integration capabilities.”*

Bobby Jose, Chief Information Officer – Windy City Wire



Steljes reviewed numerous solutions and system integrators but settled on Sage SalesLogix. *“Once we saw the benefits that Sage SalesLogix could deliver and the integration possibilities with our back office Sage enterprise accounting system, Sage SalesLogix was the only choice.”*

Hennie Stapelberg, Steljes Management Accountant (CRM Project Lead) – The Steljes Group

Powerful Out-of-the Box or Flexible As You Grow



“We looked at a number of CRM tools and narrowed the field to Sage SalesLogix and two others. Sage SalesLogix not only had the functionality, but could be tailored to fit our specific requirements. Sage SalesLogix also had the ability to scale to meet our future needs.”

Brian Wilson, Manager of IT – National Research Council of Canada



“The prime factors in our decision to implement Sage SalesLogix were out-of-the-box functionality, its user-friendly interface, and the ability to customize to meet our specific requirements. As our needs change, Sage SalesLogix easily adapts to meet those needs.”

Rich Kole, MIS Administrator – Schleuniger Inc



The Benefit Companies adopted Sage SalesLogix nearly a decade ago. Prior to this, the company was using ACT! by Sage. *“Upgrading from ACT! to Sage SalesLogix was a natural transition and just made sense. We were growing quickly and adding many new users. We needed a powerful CRM solution with a centralized database that could sustain our growth track and support our changing and expanding business.”*

Bill Sells, Manager of Technologies – The Benefit Companies

Increase Productivity, Lower Costs with Process Automation



After examining several solutions, from contact managers to enterprise-size packages, SEI Investments decided Sage SalesLogix was the right solution. *“We typically offer multiple products and services to an organization. Sage SalesLogix has a design and workflow that more intuitively handles the complexities of that kind of sales process while being highly user-friendly.”*

John Yackel, Vice President and Managing Director – SEI Investments



"We found that our existing CRM system was no longer effectively meeting our needs. It was requiring a significant amount of time and IT resources to administer the application. With Sage SalesLogix, we spend much less time and effort in system administration. It is much more reliable than our previous system and gives us more reporting capability."

Carla Seppi, Systems Analyst – Deutsche Financial Services Corporation



"We attempted to use GoldMine as our CRM solution but the system didn't perform well and simply wasn't meeting our needs. Even the recommended upgrades didn't help. We needed a system with more versatility. Sage SalesLogix has solved our problems. The system is much more flexible and can easily be customized. We've been able to eliminate a lot of previously duplicated efforts and our data is more dynamic and accessible to all users. The net result is we are able to track a larger number of opportunities and close more sales."

James Yore, Vice President of Operations – Electrical Marketing Services (EMS)

Easy to Learn and Use



John Meyer looked at many CRM solutions, including PeopleSoft®, Onyx, Pivotal, and the Great Plains/Siebel product. He also evaluated Sage SalesLogix. *"I could see Sage SalesLogix was easy to use and wouldn't require a tremendous amount of training. It had a design philosophy I liked and was easy to follow. It was also highly expandable. Sage SalesLogix truly was exactly what we were looking for."*

John Meyer, Chief Information Officer – Code 3 Collectibles



After looking at three dozen products including GoldMine, Onyx, and Siebel, The Seattle Times Co. discovered Sage SalesLogix. *"We decided Sage SalesLogix would be easily understood and would enable us to share information,"* Brian Jonas said. Their Business Partner added, *"They liked the flexibility Sage SalesLogix provided — the way it could be customized to meet their exact needs. Plus, they could work with Sage SalesLogix very much like they did with ACT! by Sage. That combination of flexibility, familiarity, and ease of use really sold them on Sage SalesLogix."*

Brian Jonas, Advertising CRM Administrator – The Seattle Times Co.





"When we compiled our specification we realized we were looking for more than a standard sales force automation product. We needed a full CRM solution, but one that could also be customized to incorporate our bespoke applications. And we wanted the supplier to demonstrate that the product had the potential to incorporate any e-commerce initiative that we might develop in the future. SalesLogix was the most proven SFA and CRM solution in the marketplace and it had that built-in flexibility to be tailored to our specific requirements — plus we loved its user friendliness."

Mark Marshall, Sales Operations Manager – MAN

Works from Anywhere, Anytime



Before Dollar Thrifty implemented Sage SalesLogix, each representative had been using ACT! by Sage on their laptop computers. The company looked at several CRM systems, including ACT! by Sage Premium, Oracle, and JD Edwards EnterpriseOne CRM before selecting Sage SalesLogix as its solution. *"Because all of the representatives' information was stored locally, the corporate office had no access to it, nor did the representatives have access to updated customer information from the corporate office. We needed a more powerful, centralized CRM database that our representatives could access anytime and from anywhere. Our accounting software is JD Edwards, so there was a strong push to use its CRM system, however the remote access and data synchronization capabilities in Sage SalesLogix are stronger. Combine that with its intuitive navigation, scalability, and customization flexibility and it came out the winner."*

Kristi Benton, Sales Support Manager – Dollar Thrifty Automotive Group



Leadent purchased Sage SalesLogix for users based in the office and remote access for directors and consultants working on clients' premises and other locations. *"Sage SalesLogix has increased the level of control within our business. We can log opportunities, achieve greater visibility of the sales pipeline, and understand where our manpower is being deployed. Our people are out in the field most of the time. Now, I can view the same data about a project or sale as the consultants working remotely. This enables us to coordinate progress and also offer timely support. This level of synchronization was one of the main drivers for moving to Sage SalesLogix."*

Richard Hawthorn, Business Development Director – Leadent

For more information, go to: www.sagecrmsolutions.com/saleslogix or contact your certified Sage SalesLogix Business Partner. To find a Business Partner in your area, call **800-643-6400**.

To register for an online demonstration to see how Sage SalesLogix can help your business, go to:
www.sagecrmsolutions.com/demo/sagesaleslogix

About Sage SalesLogix

Your highest priority is to grow your business, and your business tools should help you achieve that goal. Sage SalesLogix provides a complete view of customer interactions across sales, marketing, customer service, and support so your teams can collaborate and respond promptly and knowledgeably to customer inquiries and opportunities. With flexible access options, powerful process automation capabilities, and a highly customizable platform, Sage SalesLogix is a comprehensive solution that will help you achieve stronger sales and a more successful business, now and into the future.

About Sage CRM Solutions

Sage CRM Solutions is a portfolio of market-leading applications consisting of ACT! by Sage, Sage CRM, and Sage SalesLogix. Over 63,500 organizations and 3.1 million users worldwide rely on Sage CRM Solutions to develop profitable, long-term business relationships.

Sage

