

More Information:

Tina Ingalls

(800) 781-1377

tina@tango-marketing.com

Tango Marketing, LLC

BancorpSouth Equipment Finance Grows Portfolio Without Need To Increase Staff Using CRM Solution From SyncSite

A tailored Sage SalesLogix implementation provides BancorpSouth Equipment Finance with tools it uses to grow its business

Birmingham, AL—March 12, 2008— SyncSite, a Sage SalesLogix National Business Partner, today announced another successful implementation of the award-winning CRM solution, Sage SalesLogix, this time for BancorpSouth Equipment Finance, a division one of the southern United States' largest banks, BancorpSouth.

BancorpSouth Equipment Finance's sales associates had been running a stand alone copy of a popular contact management software package on their laptop computers. The separate databases meant that management had no visibility into the sales activities of the associates, and no central repository from which to analyze open opportunities and historical wins and losses.

SyncSite implemented Sage SalesLogix for BancorpSouth Equipment Finance, and was able to consolidate the data from each sales associate's laptop into a single robust new database which is available to them anywhere and anytime. In addition, each sales associate has full access to their own customer and opportunity data from their BlackBerry handheld devices, using Sage SalesLogix Mobile.

"Now management has the ability to see what opportunities are open, the estimated value of those opportunities, and what factors are affecting our ability to close those opportunities," said Chris Davis, sales manager at BancorpSouth Equipment Finance. "Our sales reps are more productive because they have all the information they need in their hands. Plus we require less administrative staff since the sales reps are able to access the tools they need on their own."

Quotes are generated directly out of Sage SalesLogix, and custom fields added by SyncSite enable the sales representatives to record their reasoning behind the terms of the quote and the rate offered. When an opportunity is won or lost, sales representatives can record the details of the transaction in Sage SalesLogix. This information is analyzed and used to help improve the close rates of future opportunities.

Davis reported that the efficiencies and power Sage SalesLogix brings to the organization have allowed BancorpSouth Equipment Finance to grow its portfolio without the need to hire additional staff. "Our sales reps are more productive because they have all the information they need in their hands. Plus we require less administrative staff since the sales reps are able to access the tools they need on their own."

About SyncSite

SyncSite is a premier provider of customer relationship management (CRM) and business management solutions to middle-market companies. By combining world-class products, technical expertise, practical business experience, and a proven deployment method, SyncSite successfully enables companies in a wide variety of industries to increase sales, maximize efficiencies, improve customer service, and capitalize on opportunities. Headquartered in Birmingham, Alabama with regional offices in Georgia and Florida, SyncSite serves clients across the United States and Canada. To learn more, visit www.syncsite.net or call (866) 456-7962.