

Strategic Sales Systems Implements Sage SalesLogix CRM Solution for Tension Envelope

Premier Sage business partner, Strategic Sales Systems delivers integrated CRM solution that precisely matches customer's business processes.

St. Louis, MO—July 9, 2010—Strategic Sales Systems today announced another successful implementation of Sage SalesLogix, this time for Tension Envelope Corporation, one of the country's leading manufacturers of envelope products. The solution provides Tension Envelope with a comprehensive sales, marketing, and support database utilized by 100 employees around the country.

Tension Envelope sought a flexible, powerful, customizable CRM (Customer Relationship Management) solution capable of supporting the workflow surrounding the company's direct selling model. Management analyzed Salesforce.com and Microsoft Dynamics CRM before selecting Sage SalesLogix due to its inherent adaptability and its powerful synchronization capabilities.

In seeking a business partner to design and implement its CRM solution, Tension Envelope sought a company with strong business ethics combined with deep product and business knowledge. Susan Christie, vice president of sales for Tension Envelope explained that the company found that ideal combination in Strategic Sales Systems, "We have absolute trust in Strategic Sales Systems, and value their honest, integrity, and expertise. While the product is important, the provider plays the pivotal role in making a project successful. With the right product and the right provider, any problem that arises is solvable. Strategic Sales Systems will be our partner every step of the way. They've earned that role."

Strategic Sales Systems worked with Tension Envelope to configure Sage SalesLogix to meet its sales, marketing, and customer support needs. New data fields were added to capture the unique details of each opportunity, and workflows were established within the software that mirror the company's eight-step sales process. Reports offer detailed insight into opportunities, and the system integrates with Tension Envelope's ERP software to deliver true enterprise-wide benefits.

"We practice the Miller Heiman approach to sales," said Christie. "And we have a complex multi-step sales process. We need a CRM solution that works the way we work, providing powerful sales forecasting tools and deep insight into the opportunities in our pipeline. Sage SalesLogix delivers that and more. We have software that fully supports our way of doing business. We have a common set of tools, common output, and a common direction that allow us to focus on our customers and direct additional resources on our prospects."

Tension Envelope's 100 Sage SalesLogix users spread throughout several offices each have fast access to the data they need to pursue opportunities and win more sales. The ability to work with or without an Internet connection boosts usability and seamless synchronization ensures each employee's data remains in sync.

"Tension Envelope is an organization that recognizes the advantages of collaboration," said Ross Theaumont, vice president of sales for Strategic Sales Systems. "They are using Sage SalesLogix as a powerful tool to increase collaboration across the enterprise. They've gained visibility, consistency, and insight into their operations. By investing in their technology infrastructure, they are better able to identify and pursue opportunities and turn them into wins."

About Tension Envelope

Tension Envelope (www.tension.com) is one of the country's leading manufacturers of envelope products, selling directly to companies and organizations across the U.S.A. Tension manufactures many of the envelopes you see and handle every day, servicing the financial, direct mail, photo finishing, utility, packaging and other industries. Products range from standard styles/sizes to specialty envelopes, some created for unique mailing or packaging purposes. Headquartered in Kansas City, Missouri, Tension produces over 11 billion envelopes a year with plants, distribution, and sales/service offices from coast to coast. Tension also operates plants in China, Taiwan, Malaysia, and Australia.

About Strategic Sales Systems

Strategic Sales Systems is a select Sage SalesLogix Partner providing technology and business consulting services. We focus on our customers CRM (Customer Relationship Management) needs, and their relationship with their customers. Our goal is to provide solutions to make your interaction with your customers more effective and efficient. Small to medium size businesses are a perfect match for the services that Strategic Sales Systems provides. Located at 1215 Fern Ridge Parkway, Suite 120 • St. Louis, MO 63141 • www.sssworld.com • (314) 225-2025