



FOR IMMEDIATE RELEASE

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## **Bruker AXS Relies on Resolv's Process-Oriented Approach to Yield Greater Visibility and User Adoption**

*Resolv worked with Bruker AXS to implement their Sage SalesLogix application to make it a vital and usable tool in their business.*

**Appleton, WI – June 23, 2011** – Resolv, a professional services firm dedicated to improving business' sales, marketing and service operations with technology, is pleased to announce Bruker AXS' successful implementation of Sage SalesLogix.

Bruker AXS, a division of Bruker Corporation, designs, manufactures and distributes scientific instruments for elemental analysis, materials research, structural and surface investigations. Bruker AXS needed to find a company who could tailor the Sage SalesLogix interface, train their users and upgrade them to the most current version of Sage SalesLogix.

"We interviewed three companies and selected Resolv. Their approach was far more process-oriented than anyone else we considered," said Karen Roscoe, Bruker AXS' product marketing manager. "Resolv presented a multi-phase implementation proposal to not just fix what we had, but to get us much more out of our Sage SalesLogix implementation."

Prior to working with Resolv, account information was sparse. Now, Bruker AXS' sales team easily updates information within the newly designed interface. Bruker AXS takes advantage of email marketing, which has decreased marketing costs and increased marketing effectiveness. With the Campaign Manager module implemented, Bruker AXS has visibility into what types of marketing campaigns are working thus maximizing their marketing investment. By tracking more customer and sales information, opportunities for cross-selling have increased. Additionally, reports and forecasts are more accurate. "Our sales have gone up over the last three years. Better relationship management and improved communication between sales and marketing are definitely contributing factors," said Roscoe.

"Working with Resolv has gotten us much farther than we could have imagined," said Roscoe. "Their Sage SalesLogix support and development have been outstanding. They help us improve processes for the long term and are a partner we rely on."

**About Resolv, Inc.**

Resolv helps businesses achieve a return on their technology investment through expert project planning, skilled implementation services and responsive technical support. Resolv believes that:

- Organizations can see dramatic improvements when CRM software is implemented and complements a solid business strategy.
- Employees will be more productive and successful when the CRM software is used properly by everyone within an organization.
- Profitability and customer loyalty come as a result of simple changes to culture and correct use of technology within an organization.

Resolv is proud to be celebrating its 10-year anniversary in 2011. Please visit us at [www.ResolvCRM.com](http://www.ResolvCRM.com).

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