



Customer Relationship Management

News Release

More Information:

Tina Ingalls

(800) 781-1377

tina@tango-marketing.com

Tango Marketing, LLC

SyncSite Implements CRM Solution That Achieves Payback in Six Months

Home building product manufacturer realizes generous return as a result of SyncSite's implementation of Sage SalesLogix and QlikView

Birmingham, AL—February 25, 2008—SyncSite, a Sage SalesLogix National Business Partner, today announced another successful implementation of the award-winning CRM solution, Sage SalesLogix, and the companion business intelligence tool QlikView, this time for a Fypon, Inc. national home-products manufacturer based in Ohio.

Fypon had been using a popular contact management software package that lacked integration with the company's ERP software, Friedman Frontier. As a result, data was held in the contact management system, the ERP software, in spreadsheets, and other applications. Fypon's IT department spent significant time and resources responding to requests for information. Even then, management did not have confidence in the business intelligence data since it was coming from so many sources.

SyncSite implemented Sage SalesLogix and QlikView, a powerful business analysis reporting tool capable of bringing together data from different applications into a cohesive set of views and reports. Using QlikView, sales data from Sage SalesLogix and the ERP software can be analyzed together, producing views such as sales by customer, by product line, by item, by ship to address, by sales representative, by date—or any combination of these factors.

SyncSite configured the software so that the sales team's laptop computers synchronize to the main database each day, ensuring both in-house and traveling employees have access to current data.

As a direct result of the efficiencies the solutions provide, Fypon is generating more opportunities, and closing more sales. "When we implemented Sage SalesLogix and QlikView, we projected a 12 month payback on our investment," explained Jim Moore, vice president of enterprise solutions at Fypon. "In reality we saw 100 percent return on investment in just six months."

Fypon's business is closely tied to the construction and housing markets, currently experiencing a significant slowdown. However, the company's integrated information system has allowed it to mitigate the affect of the downturn. "We have not seen anything approaching the drop off experienced by the majority of the building industry," Moore concluded. "We attribute much of that to the efficiencies of our systems and the business intelligence we're drawing from the system."

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.