

Sage SalesLogix | Customer Success



Challenge

American Building Contractors needed to replace an inefficient and non-integrated production and accounting system with one that can efficiently and accurately track jobs and receivables.

Solution

ABC implemented a highly customized version of Sage SalesLogix with integration capabilities to their accounting solution and notifications to alert team members of account status changes.

Results

Sage SalesLogix has provided the organization with more efficient production, targeted sales, better accounting results, and the ability to view a customer.

Customer

American Building Contractors, Inc.

Industry

Largest U.S. insurance restoration company specializing in roofing, siding, and gutters.

Location

Burnsville, Minnesota

Number of Locations

Four

Number of Employees

500

System

Sage SalesLogix
(previously named Sage CRM SalesLogix)

Sage KnowledgeSync

DynaLink for Sage SalesLogix for integration with Microsoft Great Plains Dynamics

Sage SalesLogix Means Profit for American Building Contractors

The sound of hail the size of golf balls bouncing off buildings is music to the ears of employees at American Building Contractors (ABC).

Privately held ABC, based in Burnsville, Minnesota, with offices in Chicago, St. Louis, and Chantilly, Virginia, is the country's largest insurance restoration company specializing in roofing, siding, and gutters. ABC specializes in replacing roofs, siding, windows, and other parts of residential and commercial buildings that have been damaged by hail.

Despite continued growth, ABC had a major problem, recalls Vince Smith, director of system integration. "When it came to tracking and managing projects and accounts receivables, we were working almost blind. We entered job information into QuickBooks and then entered the same data into ACT! by Sage—that's if someone remembered. At the time, the two systems weren't integrated and errors were inevitable."

On a flight to the Chantilly office, Smith noticed a Sage SalesLogix ad in a magazine. He mentioned it to his accounting system VAR who put him in touch with Sage SalesLogix business partner Interlinx Associates, in Edina, Minnesota.

Custom Designed Application

"We were aware that Sage SalesLogix is primarily CRM software, but that's not what we wanted it for—at least not at first," he says. "We needed a production tool, something to track jobs and help us collect money. Interlinx did a great job customizing the software and it worked beautifully. We were amazed at the flexibility of Sage SalesLogix.

"The Sage SalesLogix implementation, which began in November 2001, took four months. We also installed Microsoft Great Plains Dynamics accounting software and integrated it with Sage SalesLogix using DynaLink. Suddenly we weren't blind anymore.

"Now, when a job is sold we enter it into Microsoft Great Plains Dynamics, which passes the information to Sage SalesLogix," he continues. "At that point, the Sage SalesLogix software takes over and tracks the job through the construction and accounting processes using Sage KnowledgeSync. Sage KnowledgeSync spots any changes and pushes an alert out to the appropriate people."

All job cost information from the accounting system is brought into Sage SalesLogix and the gross profit of each job is calculated. Commissions are paid based upon these numbers.

Smith adds, "The production system works so well that we decided to use Sage SalesLogix for its original purpose—sales. Our sales force tracks leads and manages direct mail and telemarketing. Also, hailstorms are selective—they hit in spots. So, as repair calls come in, we use Sage SalesLogix to determine where damage is concentrated and target our marketing."

A Solid Foundation for Growth

Four separate servers support the Sage SalesLogix system—a main server in Minneapolis and subordinate servers in the other offices. These are synchronized with the Minneapolis server hourly. All the databases run on SQL Server® 2000. A virtual private network (VPN) links the four offices and more than 60 people in production, sales, and accounting who use the Sage SalesLogix system.

Smith says that future plans include posting forms on the company's Web site that feed directly into Sage SalesLogix so customers, including property management companies, can request estimates online.

"It's hard to quantify ROI, but we know it's happening," he says. "Before Sage SalesLogix we had some nasty accounts receivables, but that's no longer a problem. We've already

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– Vince Smith
Director of System Integration
American Building Contractors

covered the cost of the software and implementation through increased collections. We respond to leads faster, especially referrals, which are huge in this business.

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"We are in a great position to grow," Smith says. "Sage SalesLogix has given us the solid foundation that we need to move up to the next level."

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

Sage is a leading supplier of business management software and services to 5.8 million customers worldwide. From small start-ups to larger organizations, we make it easier for companies to manage their business processes.