



CUSTOMER SUCCESS STORY

CUSTOMER

Scholastic Entertainment

CORPORATE PROFILE

Headquarters

New York, NY

Type of Business

Children's Publishing and Media Company

Number of Employees

10,000

APPLICATION

Software

- ACT! for Windows

Number of ACT! Users

65

Database Information

20,000 records across three databases

Two Stars Working Together: Scholastic and ACT!

The mission of Scholastic Inc. is very simple: "To instill the love of reading and learning for lifelong pleasure in all children." All over the world, children actively follow programs such as Clifford the Big Red Dog, Scholastic's The Magic School Bus, and Animorphs on leading media outlets like PBS, the Fox Kids Network, HBO, Nickelodeon and the Disney Channel. With the help of ACT!, the production of all these shows is coordinated out of Scholastic Entertainment's headquarters in Manhattan.

"We've been using ACT! for a very long time," said Dianne Peterson, senior manager of office operations for Scholastic Entertainment. For seven or eight years it turns out! "We chose it because nothing else could support the number of contacts we have."



Thousands of Contacts, Scores of Users

The division has more than 65 ACT! users, accessing a master database holding information on more than 13,000 contacts. Producers, writers, and salespeople all use the master database, in addition to specialized ACT! databases with an additional 3,000 contacts each.

ACT! Certified Consultants Edward Kachinske and Tim Kachinske of Innovative Solution, Inc., have helped Scholastic Entertainment with database



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CHALLENGE

Scholastic Entertainment needed a solution capable of maintaining relationships critical to producing award winning programs.

SOLUTION

ACT! has provided Scholastic Entertainment with the ability to track a large network of contacts. The team actively uses ACT! for calendars and reminders to stay on top of royalty and contract payments.

RESULTS

Scholastic Entertainment has been able to easily customize its ACT! database to provide various groups the information they need in a timely manner, so they can actively support thousands of relationships.



Your business in mind.

"It's a tool a lot of people here have become very, very dependent on. We have a very high comfort level with ACT!, and we're holding on to it! Honestly, we cannot afford to let go of it!"

—Dianne Peterson
Senior Manager of Office Operations
Scholastic Entertainment

ABOUT SAGE SOFTWARE (formerly Best Software)

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customization and ongoing support. "Scholastic uses ACT! like 90 percent of all ACT! users," Edward said. "It helps employees remember what they did when they last talked to someone. No special bells and whistles. Just the very useful features that are part of ACT! out of the box."

These features include basic contact information such as phone numbers, addresses, and contact histories, as well as reminders and letter, e-mail and fax communications. "We are very much dependent on having that information available," Peterson said.

Customized for Efficiency, Eye Appeal

Scholastic has taken its ACT! implementation one step further, customizing it to help producers and others work better.

"We sat down with each department and asked them what they needed to accomplish with the database, what they needed to see when they pulled up a specific contact," Peterson recalled.

Working with Innovative Solutions, Scholastic has added 20 fields to its screen layout, making sure, as Peterson put it, "that everything we need to see is right there, in the top portion of the screen. Through our relationship with Innovative Solutions, we've created a customized look for each of our three databases," Peterson said.

"We cannot afford to let go of it!"

Peterson handles the day-to-day maintenance of the database herself and reports that it is very reliable. Any problems are usually related to the division's computer network rather than ACT! itself. But, she said, "If that network's unavailable, that's when you find out how much our people rely on ACT!. It's a tool a lot of people here have become very, very dependent on," she continued. "We have a very high comfort level with ACT!, and we're holding on to it! Honestly, we cannot afford to let go of it!"