



CUSTOMER SUCCESS STORY

CUSTOMER

United Business Machines

CORPORATE PROFILE

Headquarters

Vienna, Virginia

Type of Business

Digital copier and printing system sales and service for Canon

Number of Employees

40

APPLICATION

Software

ACT! by Sage Premium for Workgroups

Number of ACT! Users

25

United Business Machines Gains Competitive Advantage With ACT!

United Business Machines (UBM) is the largest full-line Canon® authorized imaging systems dealer in the Washington, D.C. metropolitan area and the fourth largest Canon dealer in the United States. UBM provides its customers with sophisticated digital copiers, printers, and facsimile products.



UBM customers run the full spectrum of commercial entities and nonprofit organizations as well as state, local and federal government agencies. The company's impressive client roster includes the Children's National Medical Center, Lockheed Martin, NASA, Smithsonian Institute and the United States Postal Service, among others.

customer service, UBM needed a better way to identify and prioritize key prospects and centralize customer information throughout the organization.

UBM's management team aims for unsurpassed customer service and total customer satisfaction. Contact and customer management has become a cornerstone of the team's success as the business has grown. To continue its record growth and

UBM conducted a thorough two-year search for the ideal solution that would allow its sales team to collect and share business-critical information and maintain it in a secure environment. UBM found that ACT! Premium for Workgroups addressed all of its customer information and security needs. "After evaluating a number of potential solutions, we selected ACT! as our ideal tool," said Cindy McCormack, senior vice president for United Business Machines.



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Your business in mind.

CHALLENGE

Identify, prioritize, and centralize key prospects for the sales team and ensure that business intelligence remains safely within the organization.

SOLUTION

ACT! Premium for Workgroups with opportunity management capabilities, team calendar synchronization and data security features.

RESULTS

Sales are growing at a record pace, employee productivity is up 15 percent and ACT! is recognized as a competitive advantage within the organization.

"ACT! helps our sales team develop prospects into more profitable business opportunities by monitoring the details of every communication and keeping management apprised of forecasts and key account status."

—Cindy McCormack,
Senior Vice President,
United Business Machines

ABOUT SAGE SOFTWARE (formerly Best Software)

Sage Software offers leading business management software and services that support the needs, challenges and dreams of more than 2.4 million small and mid-sized business customers in North America.



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industries. For more information, please visit the Web site at www.sagesoftware.com/moreinfo or call (866) 308-2378.



"The user-friendly customization features, powerful synchronization and database security were our key selection criteria."

Forecasting Buying Trends Helps Increase Market Share

The office product industry is highly competitive because many distributors are typically vying for the same pool of regional customers. UBM saw an opportunity to gain a competitive advantage using ACT!. To increase market share, the company uses ACT! to track the needs of its potential customers by specific industries and types of office equipment commonly used in each industry. ACT! helps forecast buying trends and individual prospect situations so UBM sales representatives can be in the right place at the right time, with the document management solutions that best address a prospect's individual business challenges.

"Competition is fierce," noted McCormack, "and our customers really appreciate when our team instantly knows all about them, their past purchases and when they may need a maintenance call or may want to consider upgrading to a higher capacity digital imaging system."

Centralized Solution Improves Productivity

Prior to using ACT!, sales representatives collected prospect information following their own individual processes, creating inconsistent data that often made account management and forecasting difficult. Since information was not standardized, many valuable business opportunities were overlooked. Today, ACT! serves as the conduit through which all prospect data flows, and it's a key tool for marketing strategy development.

UBM cites ACT! for helping to boost sales revenue, estimating that team productivity has increased by at least 15 percent. In addition, the security features of ACT! allow UBM managers to control who can access proprietary business data based on employee access permissions.

"We can now easily prioritize each sales representative's work with prospects who have the best probability of becoming customers," McCormack said. "ACT! helps our sales team develop prospects into more profitable business opportunities by monitoring the details of every communication and keeping management apprised of forecasts and key account status."

Customization features are quite valuable to the organization, too. ACT! helps automate a variety of UBM's business marketing processes. The report features, for example, quickly generate sales territory revenue reports. Letter templates are created with a few simple mouse clicks and matched with a mailing list to develop direct marketing campaigns. All told, implementing ACT! has made a powerful difference in the way UBM conducts its business with a personal touch, McCormack added.

"At first, our employees were wary of adopting new software technology. Once they started using ACT!, they instantly discovered its broad value to our entire organization. Sales representatives appreciate having one system that tracks all our important customer data. I like that it keeps our data accurate and secure. And, the fact that it easily manages the individual calendars of everyone on the team doesn't hurt either."