



CUSTOMER SUCCESS STORY

CUSTOMER

Avnet

INDUSTRY

World's largest distributor of semiconductors, interconnect, passive and electromechanical components, computer products, and embedded systems

LOCATION

Tempe, Arizona

Number of Employees

13,000

SYSTEM

Sage CRM SalesLogix
Sage CRM SalesLogix Web Client
Sage CRM SalesLogix Support

Avnet Users Rave Over Sage CRM SalesLogix

"This is way too cool!" wrote an employee to Dave Stuttard, vice president of application solutions for Avnet. Dave gets fan mail like this all the time from Sage CRM SalesLogix users across the organization.

Building a Foundation for Success

Although some staff were using ACT! by Sage, the best-selling contact manager from Sage Software, the majority of Avnet's customer data was recorded in systems based on Lotus Notes.

"We knew we could take that only so far," recalls Greg Stoner, Avnet's director of CRM architecture. Avnet chose Sage CRM SalesLogix over several possible solutions, including Siebel, Onyx, and Pivotal, because it not only meets their technology needs from a sales force automation perspective, but because the product offers the flexibility and integration capabilities the organization required.

"We wanted to turn our reps' account info into an asset of the company's while providing a true value to our reps using the system," Stoner explains. "The idea was to



get all that data in one bucket, stabilize it, and make it usable as a whole."

That initial implementation was, Stoner says, "very typical" with employees using Sage CRM SalesLogix primarily for sales force automation, working remotely, and synchronizing their individual databases with the company's main database. However, based on high user adoption rates, Sage CRM SalesLogix Support was added, the implementation was further customized, and the entire install was upgraded to work entirely over the Web.

CHALLENGE

Developing a customer-centric portal for the sales reps that could scale as the organization grew and integrate with other business management applications.

SOLUTION

Sage CRM SalesLogix Web client and Sage CRM SalesLogix Support with customizations to meet Avnet's integration and user interface requirements.

RESULTS

Over \$2 million in revenue opportunities and 20 percent time savings across the board.



Your business in mind.

