



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.

*"The sales reps just rave about all the customizations we have done because they provide access to critical data, at the click of a button," Stoner says. "And, overall, Sage CRM SalesLogix has provided significant improvement in sales rep productivity with a 20 percent across-the-board time savings, as well as 23 hours a week time savings on reporting and forecasting from a business unit."*

—Greg Stoner  
Avnet  
Director of CRM Architecture

## ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



## Revenue Up With Sage CRM SalesLogix Support

"With the success of Sage CRM SalesLogix within our organization, when the need arose for a call management system to provide technical support to our resellers, we immediately thought of Sage CRM SalesLogix Support," Stoner says.

It took just 60 days to get up and running. The system has been getting quite a workout, with 10,000 support tickets being written each month. In fact, Stoner says, "We've been so successful that we've had a major computer and peripherals manufacturer sign three contracts with us to provide support for some of their products."

Those contracts generate \$2 million dollars annually for Avnet, making Sage CRM SalesLogix not only a CRM product for Avnet, but a relationship management solution for external partners and customers.

## Customer-Centric Portal for Sales

The next step was migrating the team to the Sage CRM SalesLogix Web client and integrating Sage CRM SalesLogix with multiple other business management information such as historical sales data, work in progress information, returns, and quotes and orders.

"We found the rapid development of new features and functions with the Web client to be very powerful," Stoner says. "And, this provided us with a flexible platform to build upon as our company continues to grow. Once we achieved our initial goal, the next steps were incremental and, from our point of view, had almost no costs associated with them with major benefits to the users."

With almost 700 employees that range from administrative assistants to executive staff using Sage CRM SalesLogix, the implementation has grown, as Stoner puts it, into "a customer-centric portal for our sales reps."

## End-User Focus Delivers Sales Rep Loyalty

Every month of the rollout, the CRM team built customizations that provided immediate value to the sales reps in order to demonstrate their focus on delivering a system with true value to the end-user. With the move to the Web, reps could check the status of a customer's orders and even hot link to the tracking systems of shipping carriers such as FedEx and UPS®.

Another big hit with the sales team was the Sales History button. "Salespeople can see across all product lines, how much a customer has bought this year, versus last year, and a rolling 12-month total," says Stuttard.

"The sales reps just rave about all the customizations we have done because they provide access to critical data, at the click of a button," Stoner says. "And, overall, Sage CRM SalesLogix has provided significant improvement in sales rep productivity with a 20 percent across-the-board time savings, as well as 23 hours a week time savings on reporting and forecasting from a business unit."