



CUSTOMER SUCCESS STORY

CUSTOMER

Conferon

INDUSTRY

Meeting Planning

LOCATION

Cleveland, Ohio

Number of Locations

Six

Number of Employees

200+

SYSTEM

Sage CRM SalesLogix
 Sage CRM SalesLogix DynaLink
 Sage MAS 90

Sage CRM SalesLogix Web Client Helps Conferon Grow

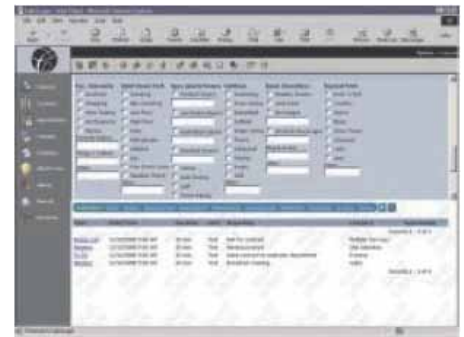
Meeting planning may seem simple, but the work that goes into booking facilities, coordinating equipment, and handling staffing to make successful meetings and events is staggering.

That's why many companies turn to Conferon, the nation's largest independent meeting planning company. For more than 30 years, Conferon has flawlessly executed annual conventions, sales meetings, tradeshows, special events, and all types of customer-oriented functions.

At double-digit growth rates for the past decade, Conferon needed a way to efficiently manage sales and opportunities, whether they came from an ever-expanding worldwide sales staff, electronically via Web-based leads, or via email requests for proposals. Thus, the search began for a complete CRM solution.

Data in Disparate Systems

"Conferon's salespeople were keeping track of sales and customers with contact management systems, spreadsheets, and



an overburdened DOS-based system," said Wynne Chambless of XBSS, LLC, a Sage CRM SalesLogix Business Partner. "Conferon needed a system that would be easy to deploy and that would allow independent salespeople to use the system via the Web."

"We spent a lot of time investigating solutions and were actually halfway through the buying cycle with another one," said David Peckinpaugh, Conferon's vice president of sales. "However, we realized that with the addition of Sage CRM SalesLogix, all our customer-facing systems could be tied together," Peckinpaugh continued. "Our Sant automated proposal system integrates

CHALLENGE

Conferon was using an outdated system to track its sales, opportunities and customers. It needed a CRM solution with strong opportunity management and the ability to integrate with existing software.

SOLUTION

Sage CRM SalesLogix integrated with their Sage MAS 90 accounting system and Sant, their automated proposal system.

RESULTS

With Sage CRM SalesLogix, Conferon has seen more efficient and effective reporting, forecasting and planning throughout their internal and external sales teams so they could maintain their double-digit growth rates.



Your business in mind.

