



CUSTOMER SUCCESS STORY

**CUSTOMER**

Code 3 Collectibles/  
Funrise Toy Corporation

**INDUSTRY**

Retailer of high-quality, realistic and detailed limited-edition collectibles, and an adventurous innovator of superior toys

**LOCATION**

Los Angeles, California

**Number of Locations**

20

**Number of Employees**

130 employees in the U.S. and Hong Kong

**SYSTEM**

Sage CRM SalesLogix

**Other Sage Software Products in Operation**

- Sage PFW

## Back-Office Integration Cuts Time to Ship by More Than Half

When Code 3 Collectibles began selling high-quality, limited-edition precision models of fire and rescue equipment to collectors, CIO John Meyer knew the company needed a customer relationship management (CRM) system that would tie its front- and back-office data together. "There was only one product available at the time that met our needs and it worked okay for us the first four years we were in business," Meyer recalls.

But, the product was, as Meyer puts it, "Completely closed. I had no control over customizations." And as a rapidly growing company, Code 3 was constantly updating and customizing. The situation was, in Meyer's words, "unbearable."

**Sage CRM SalesLogix, "...exactly what we were looking for"**

Meyer looked at many solutions, including PeopleSoft, Onyx, Pivotal, and the Great Plains/Siebel product. He also evaluated Sage CRM SalesLogix from Sage Software. It looked familiar because he had used ACT! by Sage, also a Sage Software product.



"I could see Sage CRM SalesLogix was easy-to-use and wouldn't require a tremendous amount of training. It had a design philosophy I liked and was easy to follow. It was also highly expandable," he says. "Sage CRM SalesLogix truly was exactly what we were looking for."

For implementation services, he chose Millennium Business Solutions Group (MBSG), a certified Sage Software business partner. Stephen Korosy of MBSG remembers, "Our job was to fit Sage CRM SalesLogix to Code 3's way of doing business. We helped the company refine its objectives for the system and then performed the customizations that met those objectives."

**CHALLENGE**

Implement a customizable CRM system to tie the company's front- and back-office systems together, process orders from the Web, maintain and update in-house, and provide access to all employees

**SOLUTION**

Sage CRM SalesLogix, LAN, and Web client that integrates with Sage PFW ERP.

**RESULTS**

Shipping time reduced 60 percent through back-office integration; order-taking cut to one step; Sage CRM SalesLogix integrates with Web site; Web client ensures access to valuable customer information.



Your business in mind.

*"We now simply supply better service to our customers."*

—John Meyer  
CIO  
Code 3 Collectibles/  
Funrise Toy Corporation

"The way Sage CRM SalesLogix is architected; it's obviously designed for customization. With standard tools like OLE DB, a VBScript development environment, and access to Microsoft ActiveX controls, it's possible to make changes literally on the fly. It's that easy," Meyer says.

### **Eight Steps Reduced to One**

"Our previous sales order screen had a wizard-and-tab format that took you through eight tabs to create a sales order," Meyer recalls. "In Sage CRM SalesLogix, that's down to one screen. We now simply supply better service to our customers."

### **Shipping Time Cut by 60 Percent**

Of course, improved service doesn't end with the sale. When it's time to ship an order, Sage CRM SalesLogix, Sage PFW ERP (Code 3's financial and accounting system and yet another Sage Software product), and Code 3's shipping software all work together. Data flows automatically among the systems, cutting shipping time from five days to just over 48 hours—a 60 percent reduction! "A lot goes on there," Meyer explains. "And Sage CRM SalesLogix is the hub we use to deal with all that information."

### **"We could not grow without Sage CRM SalesLogix."**

"We could have spent a lot more time and money, but with Sage CRM SalesLogix I'm confident we'll grow into the future without having to look for a new CRM system because we've outgrown it," Meyer says.

"Without Sage CRM SalesLogix, we would not have the capability in-house to manage the strategic growth plans we've built.

"In other words, we could not grow without Sage CRM SalesLogix."

## **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.



8800 N. Gainey Center Drive, Suite 200 • Scottsdale, AZ 85258 • 800-643-6400 • [www.sagecrmsolutions.com](http://www.sagecrmsolutions.com)

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