



CUSTOMER SUCCESS STORY

CUSTOMER

Hoover's

INDUSTRY

Delivers comprehensive company, industry and market intelligence to enterprises and individuals

LOCATION

Austin, Texas

Number of Employees

242

SYSTEM

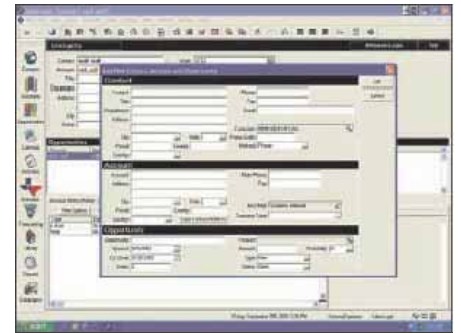
Sage CRM SalesLogix

Sage CRM SalesLogix Helps Position Hoover's for Continued Growth

Curb Your Enthusiasm is not just a popular TV show. It's also some excellent advice that Harris Technology, a Sage CRM SalesLogix business partner, gave the Hoover's CRM project team when it decided to upgrade its CRM software.

Paul Gruber, Hoover's internal support manager and leader of the project, recalls, "In the late 1990s, we were growing rapidly. ACT! by Sage was our existing contact system and was fine for handling individual contact records. But, as we began to move into enterprise sales, our requirements changed."

Based in Austin, Texas, Hoover's provides proprietary business information on over 35,000 U.S. and global companies, more than 180,000 executives, and hundreds of industries. Acquired by Dun & Bradstreet in 2003, the company now has 242 employees. Though much of Hoover's information is offered over the Web, the company not only weathered the dot-com implosion, but also continued its rapid growth. One of the reasons was continued growth in its enterprise subscription sales.



Rapid Growth Requires Change

"We started the enterprise sales group in 1997 with five people, and over time we experienced rapid growth," Gruber says. "Even though ACT! was beginning to feel the strain as our database demands grew, we were too busy to make a change. Finally, early in 2002, we knew it was time and engaged Harris Technology because they really understood CRM software."

Hoover's evaluated a number of solutions, with Siebel and Sage CRM SalesLogix making the final cut. "Siebel was impressive in terms of its breadth of features, but we realized it was too much solution for too little a problem."

CHALLENGE

Hoover's needed to deploy a CRM system to handle the company's rapid growth and strained database.

SOLUTION

Migrate from ACT! to Sage CRM SalesLogix and integrate the CRM software with a powerful authentication system. The resulting solution is designed to scale to accommodate future Hoover's growth.

RESULTS

More efficient and broader e-mail and telemarketing campaigns, faster implementation of new customer subscription accounts, increased sales team productivity and customer satisfaction.



Your business in mind.

