



CUSTOMER SUCCESS STORY

CUSTOMER

NuGenesis Technologies

INDUSTRY

Software Products

LOCATION

Westborough, Massachusetts

Number of Employees

200

SYSTEM

Sage CRM SalesLogix

Sage CRM SalesLogix Support

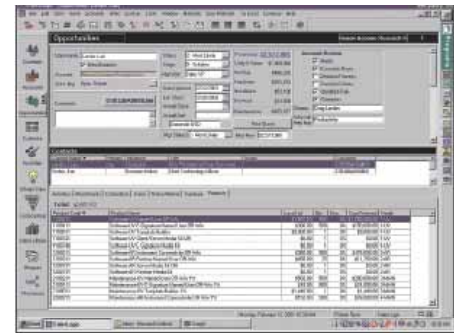
NuGenesis Technologies Boosts Sales 350 Percent With Sage CRM SalesLogix

The advances made in pharmaceutical drugs and other life sciences have revolutionized our lives. Now, NuGenesis Technologies is revolutionizing how the companies that produce those drugs keep their records through a software product they deliver that ensures all of a company's records are archived in a searchable and retrievable format.

Seeing the market potential for a product like this with organizations such as the U.S. Food and Drug Administration, Bob Flynn, director of worldwide sales and operations, knew his team needed a CRM system to capitalize on that potential.

Flynn had been using ACT! by Sage for years, but knew as the company grew, it would need to better coordinate the efforts of its sales teams and improve its sales forecasting.

The progression from ACT! to Sage CRM SalesLogix, both by Sage Software, was a natural one. The two products share similar interfaces and workflow. And the improvements Sage CRM SalesLogix brought to the company were amazing—sales tripled!



Initial Rollout in Only Two Weeks

Peter Saloman, president of THG Sales Automation and Software Consultants, remembers Flynn calling him about implementing Sage CRM SalesLogix at NuGenesis Technologies. "He said, 'You've got to get this in here right away,'" Saloman recalled. Thus, they began customizing and implementing Sage CRM SalesLogix immediately.

"Bob knew what he wanted," Saloman said. "We imported contacts, realigned territories and added some fields and tabs."

"Most of the customizations revolved around opportunity tracking and features that would motivate our salespeople."

CHALLENGE

NuGenesis needed a software solution that would help them better coordinate the efforts of its sales team and improve sales forecasting.

SOLUTION

Sage CRM SalesLogix offered NuGenesis customized quote development, automated distribution of sales leads, and customer support features to deliver outstanding customer service.

RESULTS

Sage CRM SalesLogix Support has allowed NuGenesis to deliver outstanding customer service, while increasing their sales by 350 percent.



Your business in mind.

