



## The Fusion of Business Strategy and Technology

SyncSite is a premier provider of customer relationship management (CRM) and Business Intelligence (BI) solutions to middle-market companies. By combining world-class products, technical expertise, practical business experience, and a proven deployment method, SyncSite successfully enables companies in a wide variety of industries to increase sales, maximize efficiencies, improve customer service, and capitalize on opportunities.

### Our Focus

Our strength lies within our focus. Unlike many business solution providers, SyncSite focuses solely on the deployment of successful CRM and BI solutions.

Our team of specialists possesses a unique combination of technical proficiency and real-world experience—making us exceptionally qualified to respond to the complex and varied needs of our clients. SyncSite enjoys a well-deserved reputation for technical expertise and the ability to tackle and successfully address implementation challenges. Complementing our technical expertise is an unequalled talent for customizing our solutions to target specific business needs within your organization.

### Solution Orientation

A successful solution is a fusion of business strategy and technology. SyncSite applies a proven methodology to every implementation—designed to address both business strategy and technology. This methodology involves a very detailed planning phase, followed by a focused execution. We adapt our approach to address your unique needs, thereby leveraging your investment and reducing the learning curve required for full utilization of the system.

To realize maximum gain from a CRM or BI solution, it must work in concert with your company's other business applications. Our consultants are expert integrators, designing and implementing solutions that connect to back office accounting, a corporate web site, a legacy system, and to Microsoft Office and Outlook. This approach ensures the highest utilization and return on investment.

Beyond selling software, SyncSite provides a true integrated business management solution—from comprehensive needs analysis, through product evaluation, implementation, integration, training, and on-going support.

### World Class CRM and BI Solutions

SyncSite is a Sage SalesLogix Business Partner. We consistently rank among the top 5 Sage SalesLogix reselling firms in the country. Aligned with Sage SalesLogix since our inception, we have successfully implemented the sales, marketing, and customer support components of Sage SalesLogix for hundreds of clients. Sage SalesLogix is the leading mid-market Customer Relationship Management solution.

The Business Intelligence tool SyncSite recommends is TIBCO Spotfire, working seamlessly with Sage SalesLogix or with virtually any available data source. Spotfire pulls data together to form powerful, easy-to-use, in-memory analysis, faster and more efficiently than with traditional BI tools. Spotfire is in use by more than 100,000 users in every conceivable industry.

### The Advantages of Customer Relationship Management Sales Force Automation

Sage SalesLogix provides the tools and resources needed to effectively manage all aspects of the sales cycle and increase sales team performance. It is a single repository for the customer information captured across your entire organization that enables you to:

- ◆ Access account and contact information.
- ◆ Track opportunities from lead through close.
- ◆ Manage team calendars and activities.
- ◆ Forecast sales revenue.
- ◆ Report on sales activities and effectiveness.

### Sales Management

Sage SalesLogix provides the insight for informed business decisions and the management tools to implement them.

- ◆ Analyze the revenue potential in your sales pipeline with graphical forecasting.
- ◆ Track opportunities by account manager, region, or probability of close.
- ◆ Gauge team effectiveness utilizing integrated Crystal Reports®.
- ◆ Receive automatic alerts on pending sales opportunities based on criteria you define.

## Customer Service & Support

With advanced functionality, Sage SalesLogix Support reduces the time and money it takes to support customers by providing efficient and consistent resolutions to issues and extending customer service through 24x7 self-service options.

- ◆ Put knowledge base on company Web site for customer access, including common problems and resolutions.
- ◆ Manage call and defect tracking.
- ◆ Service contract renewals and RMAs.
- ◆ Implement Web self-service.
- ◆ Share account and contact information with Sales and Marketing.
- ◆ Enhance Customer Service using Escalation Management.

## Marketing Campaign Management

Sage SalesLogix Marketing makes it easy to identify and target the most profitable prospects, manage and track all aspects of campaigns, and analyze campaign ROI to increase marketing efficiency.

- ◆ Analyze prospect list with easy-to-use data mining tools.
- ◆ Assign and schedule tasks for deliverables.
- ◆ Configure and assign custom processes to automate tasks.
- ◆ Track campaign responses instantly.
- ◆ Measure ROI and report campaign metrics.

## Mobile, Web, & Wireless

Sage SalesLogix enables businesses to leverage the power of the Internet to increase sales productivity, gain valuable customer insight, and help customers help themselves—all with web-based CRM solutions that deliver the same functionality, ease-of-use, and customization that make Sage SalesLogix legendary.

- ◆ Manage account and contact information.
- ◆ Track opportunities from lead through close.
- ◆ Manage calendars and activities.
- ◆ Automatically distribute new leads to sales reps from your web site.
- ◆ Store important reference materials in the Sales Library.

## The Advantages of Business Intelligence

Spotfire's data analysis tool enables you to monitor relevant key performance indicators (KPIs) quickly and easily. Dashboards provide quick visual summaries of business-critical information. Detailed information is also accessible by drilling down with a few clicks of your mouse.

## Technology Differentiators

- ◆ In-memory real-time data analysis.
- ◆ True 64-bit application.
- ◆ Data warehouse not required.
- ◆ Seamless aggregation of any CRM, ERP and other enterprise data.
- ◆ Rapid deployment in 7 days.

## Business Benefits

- ◆ Summary information for C-Level executives.
- ◆ Operational information for mid-level managers.
- ◆ Instant analysis of sales pipeline, forecasts and close rates.
- ◆ Drill down capabilities lets users to move quickly from the Dashboard view into the transaction details.
- ◆ Identify cross-selling and up-selling opportunities with detailed demographic and portfolio analyses of customers.
- ◆ Improve profitability—through analysis on every customer, every supplier and every step in the logistics chain.

## Who We Serve

Headquartered in Birmingham, with offices in Atlanta and Tampa, SyncSite serves clients across the United States and Canada. Our solutions are targeted primarily to middle market companies with revenues up to a billion dollars and 10–5000 employees. Our client base represents a variety of industries such as: manufacturing, financial services, consumer products, computer technology, wealth management, and distribution.

*All of our clients share a common objective—to maximize the value of every customer interaction and forge successful, profitable, long-term customer relationships—with the aid of a firm committed to that goal—SyncSite.*



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