



SyncSite Frames Successful Solution For Fypon

A Sage SalesLogix and QlikView Solution

Customer Information:

Fypon, Ltd.

Headquarters:

Archbold, Ohio

Industry:

Building Products

Manufacturer

Web Site Address:

www.fypon.com

Software:

Sage SalesLogix

QlikView

Fypon is the market leader for urethane and PVC decorative millwork products distributed through home stores and contractors across the county. Its products are prized for their workability and longevity, even when exposed to the harshest elements. The company employs more than 700 individuals between its headquarters and factory in Ohio and its factory in China. To turn its wealth of business data into business intelligence, Fypon relies on SyncSite and Sage SalesLogix.

“When we implemented Sage SalesLogix and QlikView, we projected a 12 month payback on our investment,” explains Jim Moore, vice president of enterprise solutions at Fypon. “In reality we saw 100 percent return on investment in just six months.”

Due For A Remodel

When Moore was hired the company was using a popular contact management software package that lacked integration with Fypon’s ERP software. “The IT department spent the majority of time responding to requests for information. Data was held in the contact management system, the ERP software, in spreadsheets, and other applications. To provide the requested information, IT spent hours, or sometimes days, bringing the data together. Even then, we didn’t have any assurance it was reliable because it was coming from so many sources,” recalls Moore.

Fypon’s ERP software, Friedman Frontier, was due for an upgrade, and Moore decided to use the opportunity to seek a new CRM so-

lution that could integrate. “We identified Sage SalesLogix as the market-leading CRM software. And it offered integration with Friedman Frontier,” says Moore. “Our ERP software vendor recommended SyncSite because of their experience integrating the two solutions. I believe in doing what we do best, and hiring consultants to do what they do best. With that in mind, we hired SyncSite.

“It was an excellent decision,” says Moore. “SyncSite did a great job. They migrated our contact management data, completed some ex-

tensive customizations, and still had us live within 60 days.”

Streamline Sales Reporting

Accurate sales reporting and forecasting is a vital component of Fypon’s business plan. “Our old system was unable to combine the data from our ERP system and our contact management software. Consequently, our reports were often outdated and undependable. We didn’t have the data we needed to make forward-thinking decisions,” says Moore.

To streamline and optimize Fypon’s reporting capabilities, SyncSite implemented QlikView, a powerful business analysis reporting tool capable of bringing together data from different applications into a cohesive set of views and reports. “Using QlikView, we can view the data any way we want,” Moore says. “We have sales by customer, by product line, by item, by ship to address, by sales representative, by date—or any combination of the above.”



Fypon reached 100 percent return on investment in just six months—twice as fast as projected.

Staff finds QlikView easy to learn and use, “As its name implies you simply perform a few clicks to uncover virtually any view of the data you need,” Moore adds.

Watch Productivity Soar

Productivity across the sales team has increased dramatically. “We’ve seen an increase in the number of opportunities our representatives are generating,” says Moore. “Much of it is due to the overall efficiencies of having calendar, e-mail, and customer contact and sales data all in one place and easily accessible.”

SyncSite configured the software so that the sales team’s laptop computers synchronize to the main database each day, ensuring both in-house and traveling employees have access to current data. QlikView is launched from within Sage SalesLogix; when it is selected it automatically loads sales reports related to the active customer record.

“Before, when we needed sales data, it was a minimum of three days, if not a three-week turnaround,” Moore says. “Now, the representative can get the information themselves in about three minutes! It’s easy, intuitive, and powerful.”

Information Fuels Sales

Fypon is using the data delivered by Sage SalesLogix and QlikView to close more sales for a larger variety of products. Moore explains, “The sales representatives are able to sit down with a customer and show them popular products selling in their region, or a listing of what their competitors are selling, or what other outlets within the same company are selling. That information drives sales. We’re showing our customers how they can sell more, which of course means they’re buying more from us.”

Fypon’s business is closely tied to the construction and housing markets, currently experiencing a significant slowdown. However, Moore says the company’s integrated information system has allowed it to mitigate the affect of the downturn.



Sage SalesLogix and QlikView deliver business intelligence Fypon is using to increase sales.

“We have not seen anything approaching the drop off experienced by the majority of the building industry,” he notes. “We attribute much of that to the efficiencies of our systems and the business intelligence we’re drawing from the system.”

A Tool For The Entire Team

SalesLogix and QlikView have proven their value to other areas of the organization. Management is using its newfound sales data to hone budgets, set new sales goals, analyze its product mix, and explore potential new markets.

“We’re getting more out of the software than we expected,” Moore says, “It’s giving us the confidence to plan and move forward with confidence, while our competitors are hunkering down.”

Leverage The Power

With sales reporting in full swing, Fypon and SyncSite are focusing on other ways Sage SalesLogix can empower the company. Leads and quotes generated in the ERP software will flow directly to Sage SalesLogix for follow-up by the sales team. Campaigns will be tracked and measured in the software, allowing Fypon to obtain detailed metrics on the success of its various marketing activities. “What gets measured, gets done,” says Moore. “Sage SalesLogix is allowing us to measure more than we ever thought possible.”

Strategic Partnership

“At this point, SyncSite’s value to our organization is strategic. As we’ve grown proficient with the software, our technical dependence on SyncSite has decreased. Now, we’re relying on their strategic understanding of how to put Sage SalesLogix and QlikView to work in ways we might not have considered.”

Moore concludes, “When we started this project, my goal was to provide answers, not software, and I believe we’ve succeeded. SyncSite shares that same goal. I don’t consider them a software vendor—they’re a solutions provider.”

SyncSite is a premier provider of Customer Relationship Management (CRM) and Business Intelligence (BI) solutions. Our products and services allow companies to target opportunities that drive business, improve efficiencies, and positively impact the bottom line.

Our strategic, consultative approach to every project ensures a successful implementation that delivers tangible benefits from the start. Combining a high level of technical expertise, superior product knowledge, practical business experience, and proven deployment methods, SyncSite successfully enables companies in a variety of industries to manage their client data and leverage this information to enhance profitability and strengthen customer relationships.



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