



SyncSite Brings CRM Technology to Mississippi Technology Alliance

A Sage SalesLogix Solution

Customer Information:

Mississippi Technology Alliance

Headquarters:

Ridgeland, Mississippi

Industry:

Not-For-Profit

Web Site Address:

www.technologyalliance.ms

Software:

Sage SalesLogix

The mission of the Mississippi Technology Alliance (MTA) is to drive innovation and technology-based economic development for the State of Mississippi.

MTA delivers support and services to promote investment and business development for technology-focused companies and organizations. By aligning promising entrepreneurs with investors, MTA helps companies gain access to vital seed and growth capital. The relationships MTA facilitates are varied and complex—and to manage them successfully, the organization relies on SyncSite and Sage SalesLogix.

Beyond Outlook

To succeed in its mission, MTA must gather and store numerous details about entrepreneurs, investors, and advertisers and be able to cross reference those details in a variety of ways to facilitate a successful match.

Before implementing Sage SalesLogix, staff at MTA relied on Microsoft Outlook to store its contact information. Without a single, centralized database of contacts, though, MTA struggled to present a cohesive message to its constituents.

“Everyone had their own lists of contacts in Outlook,” Shanda Barrett, director of business services for MTA explains. “Multiple people here might be speaking to individuals at the same company about different issues without an awareness of what else was being discussed. And we had no easy way to store notes and details of our conversations.”

In addition, without a cohesive database, reports detailing the organization’s interactions with clients were virtually impossible to obtain.

Invest In A True CRM Solution

As a promoter of the benefits of technology, MTA understood that in order for it to better serve its constituents, it needed to invest in its own technology infrastructure.

“We looked at several Customer Relationship Management (CRM) systems, including Sage SalesLogix, Microsoft CRM, Entellium, and Siebel,” says Barrett. “We chose SyncSite and Sage SalesLogix.”

SyncSite impressed the entire team with its presentation. “They took us through everyday scenarios and showed us how we could use the software to solve our real-world business challenges. SyncSite spoke directly to us, not above us—their approach won us over,” says Barrett.

SyncSite was able to convert MTA’s Outlook data to Sage SalesLogix. This allowed staff to be

productive right from the start. On-site training eliminated the expense of travel and allowed SyncSite to tailor the training directly to the needs of MTA’s staff.

“SyncSite did a great job with our training,” Barrett says. “With their in-depth knowledge of Sage SalesLogix and understanding of our needs, they were able to help us get the most out of the software.”



SyncSite implemented a scalable solution that addresses real-world business challenges.

Boost Accountability

As a not-for-profit organization, transparency in its internal operations is a goal of MTA, a goal that Sage SalesLogix is helping it to meet. "Now we have a single source of information, a single location to store the details of our activities, and powerful reporting and analysis tools" Barrett says. "Sage SalesLogix allows us to operate more efficiently and more effectively."

Barrett says one of the biggest benefits of the Sage SalesLogix solution is the ability to track the details of the organization's interactions with its clients. "We receive state and federal funding in support of our mission. In return, we need to show that we are providing a real service," she says. "SyncSite has helped us create reports that show our client interactions so that we can easily share the information with overseeing agencies."

Build Better Communications

The MTA marketing team uses Sage SalesLogix to send and track e-mail and telephone correspondence with prospects, clients, and advertisers. With the new tools available in Sage SalesLogix, Barrett says the organization plans to launch quarterly e-mail marketing campaigns targeting various groups, promoting the services offered by MTA.

The organization's entrepreneurial development team uses Sage SalesLogix to track the details of every interaction it has with entrepreneurs and investors. The group calendar function is a favorite, allowing staff to schedule meetings after checking the availability of the rest of the team.

Monitor The Pipeline

MTA is preparing to use Sage SalesLogix to track new opportunities from initial meeting through final funding. "We will finally have access to a real pipeline showing our open opportunities," says Barrett. "This critical information allows us to assess our overall effectiveness as an organization."



Sage SalesLogix delivers tools that help the organization measure its effectiveness.

The Right Business Partner

Barrett praises SyncSite for delivering a solution that meets Mississippi Technology Alliance's needs today and will scale to meet the organization's growing requirements. "SyncSite didn't try to just sell us software, they really worked with us to deliver the ideal solution for our organization. They are very reliable, sharp, and knowledgeable—and they are true to their word. I have a lot of respect for SyncSite," concludes Barrett.

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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