



S1 Corporation Banks on its Business Management Solution from SyncSite

A Sage SalesLogix Solution

Customer Information:

S1 Corporation

Headquarters:

Norcross, Georgia

Industry:

Banking Software

Web Site Address:

www.s1.com

Software:

Sage SalesLogix

For more than 20 years, S1 Corporation (Nasdaq:SONE) has been a leader in developing software products that offer flexibility and reliability. Over 3,000 organizations worldwide depend on S1 Corporation for payments, online banking, mobile banking, voice banking, branch banking, and lending solutions that deliver a competitive advantage. S1 Corporation is one of the world's premier developers of banking software systems. The company's 1,800 employees operate all over the globe, delivering exceptional products, service, and support. When the bank sought to integrate its customer-facing operations, the requirements were significant. The solution S1 Corporation depends on is Sage SalesLogix expertly supported by SyncSite.

A Solid Foundation

"We are in the software development business, so we insist on an open architecture solution that can be customized to suit our needs," says Fred Jones, IT applications and development team leader for S1 Corporation. "We need a customer relationship management (CRM) solution capable of integrating with all of our other systems, specifically our Oracle database, to serve as a single source for all customer-related information."

S1 Corporation reviewed dozens of available options, but was drawn to Sage SalesLogix because of its robust SQL development platform and rich base feature set. "We saw Sage Sales-

Logix as an ideal basis for our solution," notes Jones. "As we looked for a partner, we sought one who was large enough to support our global operations. SyncSite impressed us from the start. They have proven to be an extremely capable partner with a depth of knowledge about the product that is truly impressive."

Consolidate Customer-Related Data

The goals for the system were to integrate marketing, sales, and accounting operations and provide a robust support ticket management system. "Our marketing team generates leads, salespeople work the opportunities, and accounting generates contracts," explains Jones. "While those are distinct operations, they are intricately interrelated and Sage SalesLogix brings them together for us, giving each department full visibility into the activities surrounding a customer."



SyncSite helped build and launch an enterprise-wide business management solution for S1 Corporation.

The project is a success. Today, Sage SalesLogix sits at the center of the company's customer-facing operations, with more than 1,000 employees stationed around the globe access the system each day.

Real-time data exchange between Sage SalesLogix and the Oracle accounting database is seamless and secure. Jones says the integration empowers staff with the information they need to perform their jobs more effectively and efficiently: "We are able to deliver better service as a result of integrating our systems. More calls are

satisfied sooner with fewer callbacks.”

An example of that efficiency is the self-service customer portal that allows customers to login and create their own support tickets. Based on an established workflow, the system automatically routes tickets to the proper technician in the most appropriate location to help speed resolution.

Build Companion Applications

Much of the customer data S1 Corporation handles is of a sensitive nature and must be kept secure. S1 Corporation and SyncSite developed a plug-in for Sage SalesLogix they call Secure Attach that compresses and encrypts customer files that may be sent to the support team during a troubleshooting exercise. Only authorized users may then access those files.

“The system uses AES-256 encryption and exceeds HPAA and NSA requirements for document security,” says Jones. “We take our commitment to protecting our customer data extremely seriously.”

As an international operation, S1 Corporation generates proposals and invoices in multiple currencies. Sage SalesLogix was tailored to update conversion rates held within the software on a regular basis, ensuring accuracy and eliminating the need for any manual processing.

Marketing Power

The integrated business management solution also helps S1 Corporation with its marketing initiatives. S1 Corporation uses an e-mail marketing application, Eloqua, to send dynamic, interactive e-mail marketing communications to prospects. Eloqua tracks and records the number of opens and click-throughs

and sends the information to Sage SalesLogix where a ‘hot list’ of the most interested prospects is assembled.

“Our salespeople then can contact the prospects, armed with the information of what interested them,” Jones says. “It also helps us target our campaigns and calculate the return-on-investment on each campaign based on what prospects ultimately purchase. It is all held within Sage SalesLogix.”

Future Expansion

SyncSite is currently working with S1 Corporation on another integration project; it involves an application that integrates with S1 Corporation’s Sharepoint database and securely controls user’s access to the library of documents stored by Sharepoint.

“The integration project will eliminate the need for a third database holding security credentials,” explains Jones.

“The credentials will be stored within

Sage SalesLogix and we can create Groups of contacts that have access to various documents in the library. Our customer service representatives can then grant access to a customer through Sage SalesLogix rather than sending a request to our IT department and awaiting their response. It is an aggressive project, made possible thanks to the architecture of Sage SalesLogix.”

Drive Efficiency And Improve Service

By combining its rich internal IT resources with the specialized talent of the SyncSite team, S1 Corporation now enjoys an enterprise-wide business management solution that drives efficiency and improves service levels across the organization.



More than 1,000 S1 Corporation employees access Sage SalesLogix each day.

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, consultive 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.



5330 Stadium Trace Parkway
Suite 100
Birmingham, AL 35244

Other Locations in:
Atlanta, Boston, Los Angeles and Tampa

(205) 443-1000 • www.syncsite.net

