

# Sage SalesLogix

## Customers By Industry

Sage SalesLogix is acclaimed for its flexibility and ability to adapt to an organization's unique sales and customer interaction processes. As a result, Sage SalesLogix has more than 9,200 customers spanning over a wide array of industries. Below is a sample of Sage SalesLogix customers by industry.



### Manufacturing

#### Food and Kindred Manufacturers

Richard Keenan & Co.  
Les Cafés Folliet  
Walkers Snack Food Limited

#### Apparel

The Neff Company  
Rip Curl International Pty., Ltd.  
Ermenegildo Zegna Holditalia S.p.A.



**Ermenegildo Zegna was founded in 1910 and is based in Milano, Italy. The family owned and operated company manufactures and distributes men's luxury clothing and accessories sold at more than 400 locations around the world.**

*"Sage SalesLogix is both centralized and decentralized. All our stores are empowered to capitalize on the information they hold on their own customers. At the same time, central management can access data and information about our world-wide customer base."*

Davide Castelveto, CRM Manager  
Ermenegildo Zegna

#### Lumber

Heritage Log Homes, Inc.

#### Furniture

Sliderobes Group Ltd.  
HNI Corporation  
AIS (Affordable Interior Systems), Inc.

#### Paper Products

Semco, Inc.

#### Printing and Publishing

The Seattle Times Company  
Wolters Kluwer Health  
Hearst Business Communications, Inc.  
LibraPharm Ltd.

### Chemicals

Cabot Corporation  
Promega Corporation  
Genzyme Corporation



**With more than 9,000 employees, Genzyme is a world leading biotechnology corporations, offering products and services for rare congenital disorders, renal disease, orthopaedics, organ transplants, auto-immune diseases, cancer, and diagnostic tests.**

*"Around 140 of our people work with the Sage SalesLogix solution, from business unit managers and customer service, finance, and medical affairs. We use it to report contacts and activities, manage contact information, and coordinate our marketing operations, so the customer is targeted with focused campaigns that maximize our budgets."*

Bruno Rioche, IT & Security Manager  
Genzyme S.A.S. (France)

### Rubber and Plastics Products

Philmac Pty Ltd.  
John Crane, Inc.

### Stone, Clay, Glass, and Concrete Products

NGK Spark Plug (Australia) Pty. Ltd.  
Propamsa S.A.

### Industrial and Commercial Machinery

Watlow Electric Manufacturing Co.  
Schleuniger, Inc.  
Dematic Corp.  
Hypertherm, Inc.  
Veeco Instruments  
Saito HandiTags  
Toro Australia Pty. Limited

### Electronic and Computer Equipment

Lifeline Systems, Inc.  
Nexergy, Inc.  
Windy City Wire Cable and Technology Products, LLC  
Panasonic Corporation of North America  
Toshiba Corporation (Australia and New Zealand)



## Transportation Equipment

Nissan Motor Company  
MAN Trucks & Bus UK Ltd.

## Measuring and Analyzing

Heraeus Kulzer GmbH & Co. KG (Spain)

## Miscellaneous Manufacturing Industries

Sportable Scoreboards, Inc.  
Schomburg GmbH & Co. KG  
U.S. Kids Golf



**Headquartered in Norcross, GA, U.S. Kids Golf manufactures children's golf equipment with sales in more than 40 countries. The company also provides golf instructions and organizes youth competitions worldwide.**

*"We've integrated Sage SalesLogix with our MAS 200 accounting system and now we can track everything from invoicing to sales preferences, all in one easy-to-access location. When outbound salespeople go to make a call, for instance, they know if the customer spoke with shipping or accounting the day before, and how any issues were resolved. It only took one hour of training before our team was comfortable using Sage SalesLogix. These aren't technical people, yet they were not intimidated by the software. This speaks very well for the program."*

Candy Cady, Director of Systems  
U.S. Kids Golf

## Services

### Hotels

Best Western International, Inc.  
Couran Cove Island Resort

### Business Services

Aspyra, Inc.  
Equisys, Inc.  
InSource Software Solutions  
Kenexa, Inc.  
TALX Corporation  
Business Keeper AG  
Veros Real Estate  
Endeavor Commerce, Inc.  
GoEngineer, Inc.  
Venatus Conseil Ltd.  
Madison Capital, LLC  
Ergo Services  
IER  
CTI (Couplage Téléphonie Informatique)  
Internet Fr  
ITESOFT  
Youd Andrews  
Leadent Ltd.  
Motion Picture Licensing Corporation  
Kalahari

Experient, Inc.



**For more than 30 years, Experient, the nation's largest independent meeting planning company, is the source for event planning, integrated meeting and event solutions for customer-oriented functions ranging in size from 25 to over 100,000 persons.**

*"We now have a central source for sharing account information among our account executives, account planners, meeting managers, and our small business department. Sage SalesLogix has enabled us to define our sales process; we have a clearer picture of deals in the pipeline and their status. Sage SalesLogix has become part of our daily sales process and is a critical tool for our future growth."*

David Peckinpaugh, VP of Sales  
Experient

### Automotive Services

Dollar Thrifty Automotive Group  
Europcar Atlantique

### Amusement and Recreation

Legoland California  
Northumberland National Park Authority  
Domaine Skiable de Flaine – Domaine Skiable du Giffre  
Qualmark New Zealand Limited

### Legal Services

The Law Offices of Sam Maguire, Jr., P.C.  
Irwin Mitchell LLP

### Educational Services

AIM (Australian Institute of Management)  
ANZIIF (Australian and New Zealand Institute of Insurance and Finance)  
TAFE Open Learning Institute

### Social Services and Membership Organizations

SEI Investments Developments, Inc.  
Girls and Boys Town  
Campus Crusade For Christ, Inc.  
DEFA Stiftung (Foundation)  
GS1 Germany GmbH  
The Physiotherapy Board of New Zealand

### Engineering, Accounting, Research, and Management Services

PMK Group  
BidBridge, LLC  
ScentAir Technologies, Inc.  
Shippers Commonwealth LLC  
ESS Ltd. (Engineering Support & Services)  
European Synchrotron Radiation Facility (ESRF)  
Baker Tilly Limited  
Grant Thornton LLP



## Finance, Insurance & Real Estate

### Depository Institutions

Wilmington Trust Company  
Citigroup  
UniCredit S.p.A.  
Alfa Bank



**Alfa Bank is Russia's largest private banking group, which provides banking products to more than 56,000 corporate and 3.5 million retail customers with more than 364 branches in Russia as well as branches in the Netherlands, Great Britain, and the U.S.**

*"Sage SalesLogix is a powerful and easy to use sales tool which will allow us to keep comprehensive client histories, improve our reporting capabilities, and offers a lower cost of ownership in comparison with other similar systems."*

Sergey Mednov, IT Deputy Director  
Alfa Bank

### Security and Commodity Brokers

Harbor Capital Advisors, Inc.  
Simmons & Company International  
Hansen & Heinrich AG  
PPS Investments  
Janney Montgomery Scott, LLC  
Deutsche Financial Services Corporation



**Headquartered in St. Louis, MO and with 1,700 employees, Deutsche Financial Services Corporation is the leading international provider of distribution financing products and services.**

*"We found that our existing CRM system was no longer effectively meeting our needs. It was requiring a significant amount of time and IT resources to administer the application. With Sage SalesLogix we spend much less time and effort in system administration. It is much more reliable than our previous system and gives us more reporting capability."*

Carla Seppi, Systems Analyst  
Deutsche Financial Services Corporation

### Insurance Carriers

Amica Life Insurance Company  
Lincoln Financial Advisors  
BlueCross BlueShield of Tennessee  
HCF (Hospitals Contribution Fund of Australia Limited)

### Insurance Agents

The Benefit Companies, Inc.  
MMIC Benefits  
SupraInvest, Inc.

### Real Estate

Brock Harcourts

### Holding Companies

CNL Investment Company  
Core Realty Holdings, LLC  
Coronation Fund Managers Limited

## Mining

CenterPoint Energy Interstate Pipelines

## Transportation, Communication & Utility

### Transportation

Winged Victory USA  
Big Sky Coaches  
Eurotunnel



**Groupe Eurotunnel S.A. manages and operates the Channel Tunnel between the Great Britain and France. The Company operates the car shuttle services and earns revenue on other trains passing through the tunnel. It is listed both on the London Stock Exchange and the Euronext.**

*"Sage SalesLogix was simple to use, flexible, feature rich, and according to our IT department, it has a very good architecture. What has SalesLogix done for Eurotunnel? It has assisted us in positioning the division to proactively deal with our customers in what must be one of the most exciting times for cross-Channel freight and passenger traffic."*

David Anthony, UK and Ireland Business Manager  
Eurotunnel

### Communications

Big River Telephone Company  
Samsung Communications Centre

### Utilities

Avista Corporation  
Platte River Power Authority  
Kommunale Wasserwerke Leipzig GmbH

## Wholesale Trade

### Wholesale – Durable

ABC Bus Companies  
Zink Foodservice Group  
Acipa  
D'Ewart Representatives  
Electrical Marketing Services  
JMA Railroad Supply Company  
Pegasus Airwave, Inc.  
United Pipe & Steel Corporation  
Headland Machinery Pty. Ltd.  
Evident Dental Co. Ltd.  
The Steljes Group  
Version One Ltd  
Windsor Motors  
Mannai Auto Division  
Al-Alamiah Technology Group



**Al Alamiah is a leading IT solutions provider in Saudi Arabia offering a wide range of products, such as leading PC brands Dell & Acer, and end-to-end software solutions.**

*"We chose Sage SalesLogix because it was cost effective, easy to use and could be implemented quickly. More importantly, we needed a package to suit our requirements and Sage SalesLogix could be easily customized to do that."*

Nadir Amin, Executive Director  
Al Alamiah

### Wholesale – Nondurable

Cowley Designs Ltd.  
Mantinga UK Ltd.  
Dowlis Group Limited  
Dale and Thomas Popcorn

## Public Administration

National Research Council Canada (IRAP)

## Retail Trade

NuStone Distributing, Inc.  
Octane Fitness  
Gantt Aviation, Inc.  
Code 3 Collectibles

## Construction

American Building Contractors, Inc.  
Belklima SA  
Trane, Inc.  
Bordner Installation Group, Inc.



**Bordner Installation Group is a Kansas City home improvement leader for more than 20 years. The company provides superior products and services for commercial and residential roofing, siding, and window installations.**

*"In the year after we implemented Sage SalesLogix our revenue was up 17 percent. Conservatively we credit a full third of that increase—about \$1 million—to Sage SalesLogix. The system paid for itself in about three months."*

Tom Mitchell, Director of Technology Services  
Bordner Installation Group Inc.

For more information, go to: [www.sagecrmsolutions.com/saleslogix](http://www.sagecrmsolutions.com/saleslogix) or contact your certified Sage SalesLogix Business Partner. To find a Business Partner in your area, call **800-643-6400**.

To register for an online demonstration to see how Sage SalesLogix can help your business, go to:  
[www.sagecrmsolutions.com/demo/sagesaleslogix](http://www.sagecrmsolutions.com/demo/sagesaleslogix)

### About Sage SalesLogix

Your highest priority is to grow your business, and your business tools should help you achieve that goal. Sage SalesLogix provides a complete view of customer interactions across sales, marketing, customer service, and support so your teams can collaborate and respond promptly and knowledgeably to customer inquiries and opportunities. With flexible access options, powerful process automation capabilities, and a highly customizable platform, Sage SalesLogix is a comprehensive solution that will help you achieve stronger sales and a more successful business, now and into the future.

### About Sage Group plc

Sage is a leading supplier of business management software and services to 5.8 million customers worldwide. From small start-ups to larger organizations, we make it easier for companies to manage their business processes.

### Sage