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CRM Solution From SyncSite Underwrites Success For American Strategic Insurance

Sage SalesLogix Business Partner, SyncSite, provides CRM and Business Intelligence Solution For American Strategic Insurance.

Birmingham, AL— January 5, 2010—SyncSite today announced another successful implementation of Sage SalesLogix, this time for American Strategic Insurance (www.americanstrategic.com). American Strategic Insurance (ASI), provides homeowner and commercial insurance to customers in six states.

Until the implementation of Sage SalesLogix by SyncSite, ASI's marketing representatives kept all details of their contacts and opportunities locally in spreadsheets and sent in their weekly notes via e-mail. The old system made information sharing difficult, allowed for inconsistencies in the data collected, and risked the loss of information should a representative leave the company.

ASI set out to bring a higher level of efficiency to their marketing operations, and the first step was to implement a robust Customer Relationship Management (CRM) solution. ASI considered other solutions but ultimately decided on Sage SalesLogix and SyncSite.

"I had used Sage SalesLogix in a prior position," said Deepak Menon, ASI's director of marketing. "I understood its features and inherent customization capabilities. In working with SyncSite, I recognize them to be responsive, skilled, and capable."

Today, every customer interaction is recorded in Sage SalesLogix, providing a comprehensive, secure, accessible, and invaluable source of corporate information. Powerful reporting tools enable ASI's management team to monitor and measure the productivity of each representative, increasing the accountability and output of the entire team.

Under the guidance of SyncSite, ASI also implemented a Business Intelligence (BI) software solution. "Our BI application acts as a bridge between pieces of information that might not otherwise come together," Menon added. "It's a strategic tool we can use to meet our goals by identifying the areas where we excel and conversely by highlighting areas where we need to apply more resources. SyncSite is a great partner that helps us get the most from our technology investment."

About SyncSite

SyncSite is a premier provider of customer relationship management (CRM) and business management 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. Headquartered in Birmingham, Alabama with regional offices in Georgia and Florida, SyncSite serves clients across the United States and Canada. To learn more, visit www.syncsite.net or call (866) 456-7962.