



## Blaser Swisslube Executes Global Customer-Focused Strategy with GoldMine®

In 1936, Willy Blaser founded Blaser Swisslube ([www.blaser.com](http://www.blaser.com)) with a single product in his Swiss hometown. Still family owned and operated today, Blaser makes a variety of high-end, Swiss-quality coolants and cutting oils to improve tool life and productivity for companies in a range of industries, from diesel engine manufacturers to research labs to bicycle makers. With its worldwide headquarters in Switzerland, the company serves customers globally through dozens of offices and sister companies.

As Blaser has grown worldwide, so has the need to share customer information and sales opportunities among its offices and staff members. Until 2003, the company kept customer and prospect information in several different databases. With distributed information, staff members found it time-consuming to track down a complete picture of a customer's or prospect's current situation. On top of that, it was virtually impossible for sales to report on efforts and forecast its pipeline.

"We needed a CRM solution that meets our global needs – one that will empower us to practice a customer-focused approach to business," said Marc Blaser of Blaser Swisslube.

### Centralizing Information Access

In 2003, Blaser Swisslube began looking at merging the company's distributed information, and decided to use the North American office as the pilot site. John Wiley, vice president of Blaser Swisslube USA in Goshen, New York, led the initiative to achieve Blaser's vision.

"We were limited by the technology we had," Wiley said. "If we can't manage issues with existing customers or our sales opportunities, we might not be maintaining those relationships or generating opportunities as effectively."

About 45 employees, including 17 sales representatives, are based out of the New York office. Each sales rep then manages a group of distributors. The company hoped to give management a way to oversee the sales team's efforts, and the sales team a tool to manage and monitor prospects, customers and distributors. Based on John Wiley's experience at previous positions and a review of available applications, Blaser Swisslube chose to implement GoldMine Corporate Edition from FrontRange Solutions for the pilot.

"We find that GoldMine, from a cost/benefit perspective, provides more capabilities than some of the other similarly priced products, and as many capabilities as some of the more expensive ones," Wiley said.

### A Customer-Focused Approach

With the assistance of FrontRange Solutions Partner First Direct Corp. ([1stdirect.com](http://1stdirect.com)), the company customized the software for its specific business needs and goals. As an experienced GoldMine user, Wiley had some of his own ideas about how to leverage the software.

"It's nice to work with 1stdirect.com because they understood and appreciated the fact that I knew what I wanted and needed," he said. "They also stay focused on what will be beneficial for us, and how we can be more customer-focused."

For example, using GoldBox add-on software to GoldMine, 1stdirect.com tied some of the company's existing databases to GoldMine. The integration makes key customer information available to sales reps nationwide via GoldMine, whereas previously only staff members in the main office could access some important databases.

From the creators of award-winning GoldMine® and HEAT® software |





The partner also linked GoldMine with MasterMine software, an add-on for powerful reporting, and created customized reports for the company. Blaser now feeds its efforts with valuable metrics such as the number of appointments reps have gone on, types of customers visited and the results achieved.

Sales reps, who often accompany distributors on appointments with customers, can quickly run a report on past activities with a distributor and follow-up on the progress with specific contacts – knowledge that gives Blaser reps tremendous credibility with distributors, Wiley says.

GoldMine also streamlines weekly sales reporting. With contact information already in the software, reps don't have to retype complete contact information every time. They simply log activities, giving them and managers a complete record – and reducing the time once spent on redundant activities by 20 percent. And with history logging and reminders, GoldMine ensures reps follow up on every opportunity.

Beyond supporting sales efforts, reporting gives Blaser vital product development information. By understanding the application needs of its customers, the company knows where to focus its product development resources to better meet customer needs.

Most importantly, GoldMine allows Blaser to enhance and grow relationships with its current customers.

“We have to spend lots of time in the field maintaining and servicing existing customers,” Wiley said. “According to GoldMine, 55 percent of all visits are with existing customers. GoldMine helps us track what we're doing in the field, who needs to be serviced and what services they've been provided.”

“Now we get calls in from customers and, chances are, we have field information in GoldMine that our inside people can reference,” Wiley added. “We're walking in unison with reps, supporting the recommendations they make. We're selling more than a product. It's the whole value-added idea.”

### Expanding into Europe and Beyond

Based on the success of phase one of the project at the North American office, Blaser has completed phase two by expanding GoldMine to offices in Switzerland, Germany and India. Next, the company hopes to extend the same benefits to all worldwide locations, including France, Japan, China and the Czech Republic. GoldMine is available worldwide, providing for software access in all of the markets where Blaser operates.

1stdirect.com is helping Blaser roll out the technology to its many locations based on the U.S. configuration. “With the success we had in the U.S., we felt working with First Direct was the best way to go across the Atlantic,” Blaser said.

Though a worldwide implementation presents challenges, Blaser appreciates that First Direct and FrontRange are committed to a successful global implementation. “FrontRange is working with Blaser and us to meet the challenges of a global implementation, such as synchronization,” according to Bob Ritter, president of First Direct Corp.

### AT A GLANCE

**Customer:**  
Blaser Swisslube

**Industry:**  
Industrial Coolants

Employees: 375  
GoldMine users:  
40 in North America;  
100 in Europe

**Products:**  
GoldMine® Corporate Edition  
GoldBox®  
MasterMine®

**FrontRange Solutions Partner:**  
1stdirect.com

### GoldMine Business Benefits:

Distributed Blaser staff members locate customer and prospect information in seconds with GoldMine as the single interface to all contact data.

Sales reps reduce the time once spent on redundant sales reporting activities by 20 percent.

Reps follow up on every opportunity with history logging and reminders. With GoldMine, Blaser knows that 55 percent of all accounts visited are existing customers.

Detailed reporting helps Blaser refine its sales, customer service and product development efforts.

From the creators of award-winning GoldMine® and HEAT® software |





## About First Direct Corp.

Since its founding in 1992, First Direct Corp. has been a FrontRange Solutions partner supporting all FrontRange products including GoldMine. 1stdirect.com handles a full range of services, including analysis/process design, installation and configuration, customization, automated processes, data conversion, reporting, as well as on-site and help desk support. For more information, call USA (845) 221-3800 or visit [www.1stdirect.com](http://www.1stdirect.com).

## About FrontRange Solutions

FrontRange Solutions develops award-winning software and solutions used by more than 130,000 companies and over 1.2 million users worldwide to manage a wide variety of business relationships and provide exceptional service. FrontRange product families, designed specifically for small-to-medium-enterprise (SME) and distributed enterprise organizations include: GoldMine® for Customer Relationship Management (CRM); IT Service Management with HEAT® and ITIL® standards-based modules for complete service management; Communication Management including IP Office, GoldMine IP Voice Suite and IP Contact Center for reduced telephony costs and increased agent productivity, streamlined customer service and communications; and Infrastructure Management, which provides the ability to optimize the full lifecycle of a

company's assets. Customers representing 44 percent of the *Fortune* 100 and 76 percent of the FTSE 100, include Coca-Cola, Shell Oil, Prudential Securities, Électricité de France, Mack Trucks, Campbell Soup, Avaya, Bechtel Corp, Bank of America, and Turner News Network. For more information, call (800) 776-7889 or visit [www.fronrange.com](http://www.fronrange.com).

| From the creators of award-winning GoldMine® and HEAT® software |

