



CrossTec Corporation Stands Apart from the Competition with Automated Customer Contact and Follow-up

In the competitive software industry, Florida-based CrossTec Corporation stands out from the crowd for its customer-focused sales and service. Listed by the *South Florida Business Journal* as one of the top software companies in Florida, CrossTec provides personalized sales consulting, toll-free support and multiple product training options to leading-edge solution providers, along with major enterprises, organizations, government agencies and educational institutions. The company works with more than 2,000 reseller partners.

In the pursuit of providing exceptional, customized service and support, CrossTec requires company-wide access to up-to-the-minute information about resellers, prospects and customers.

Until 1999, CrossTec used a customer relationship management (CRM) solution that crashed continuously under the burden of the company's large and growing volume of data. The company needed a more powerful system, and the flexibility to integrate its CRM with other business applications to realize greater efficiency.

Company-wide Access to 250,000 Records

CrossTec selected GoldMine Corporate Edition from FrontRange Solutions for the easy-to-use interface and volume of data it could accommodate. "In terms of how we relate to customers, GoldMine offers the speed, accuracy and depth that enables us to know and respond to customers," said Mark Krueger, sales support supervisor.

With assistance from FrontRange Solutions Partner Connections for Business, the company migrated to GoldMine, rehosting its data to Microsoft® SQL. Currently, all CrossTec departments use the software across the entire customer lifecycle, giving them access to the latest information on more than 250,000 contacts.

Integration with LinkSystems, the company's order processing software, streamlines order management. Likewise, integration with a Hewlett-Packard tele-support solution ensures that all employees see support issues within contact records. The

addition of GoldSync® from FrontRange enables CrossTec to bring in leads easily from external sources related to trade shows and marketing campaigns. And, GoldMine Web import capabilities bring in contact information from those showing interest on the company's Web site.

All employees in the company can view the entire contact history as they interface with customers and respond accordingly. New account managers easily ramp up on customer information, and immediately look professional when talking with contacts.

"The way GoldMine is organized really enables us to find a contact accurately and quickly, and almost anticipate how the call will go," Krueger said.

Automating Customer Communication

Most essentially, GoldMine allows CrossTec to automate ongoing communication with prospects and customers to deliver the right message at just the right time. Marketing and sales teams schedule hundreds of automated e-mail campaigns based on a contact's status.

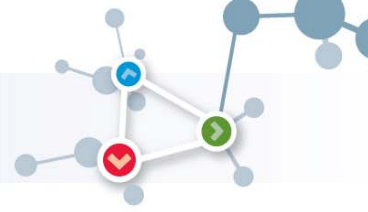
Various GoldMine fields track the stage a prospect or customer is in. Using filters and GoldMine Automated Processes, CrossTec sends communications to contacts or alerts reps when a contact reaches a certain stage.

For example, the software keeps up with prospects currently evaluating CrossTec software under a 30-day trial. When the evaluation times out, GoldMine automatically sends an e-mail about purchasing. Upon purchase, one GoldMine field is changed from "evaluation" to "sold," triggering a series of e-mails that begins with a thank-you note and follows up 120 days later.

"We can flip one field and that launches a series of automated contacts with a customer," Krueger said. "We're continuously in contact with customers on an automated level."

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It also means CrossTec carefully manages the messages that go to existing customers, not bothering them with communications they have already seen.

For sales and account reps, Goldmine enables automated follow-up – an essential part of closing deals and managing customer relationships.

“GoldMine automated processes alleviate administrative burdens and the time-consuming tasks that account managers have to perform so they can focus on selling and supporting clients,” Krueger said. “It takes the burden off the sales rep from having to send each communication manually.”

Krueger has found customization one of GoldMine software’s most valuable benefits. The company customizes fields and filters easily in order to target communications to segments of the database. Krueger alone created more than 200 filters.

CrossTec analyzes its efforts with a series of custom reports on factors such as white paper downloads, evaluations, evaluations turned to sales, and various sales reports.

Handling More Accounts, More Effectively

CrossTec realizes a substantial return on its investment in GoldMine through reduced administrative overhead on account management.

“With GoldMine use, an account manager can take on double the amount of accounts while not losing contact,” Krueger said.

On the sales side, GoldMine executes regular communications, allowing sales reps to focus on personal interaction with contacts. Krueger believes that level of attention through sales and support contributes to the company’s growth and position as one of the largest software distributors in Florida.

“Sales is all about follow up,” Krueger said. “If they don’t know you, they better like you. GoldMine is a single source for all of us to be consistent, really provide timely information to contacts and to allow account managers to put their personalities

forward, which sets us apart. It’s a competitive differentiator.”

“GoldMine covers every possible avenue anyone who needs CRM would come across – customized fields and filters, synchronization, Automated Processes, e-mail merges – and allows us to do our jobs and stay abreast of the competition,” Krueger added.

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 business relationship management, team-based contact management and sales force automation solutions; IT Service Management with HEAT® and ITIL® standards-based modules for complete service management; Communication Management including 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.frontrange.com.

AT A GLANCE

Customer
CrossTec Corporation

Industry
Software

Products
GoldMine® Corporate Edition

FrontRange Solutions Partner
Connections for Business

Business Benefits Realized with GoldMine

- Marketing and sales teams schedule hundreds of automated e-mail campaigns based on a contact’s status.
- GoldMine automates follow-up for sales and account reps – an essential part of managing prospect and customer relationships.
- With GoldMine use, an account manager can effectively manage double the number of accounts while not losing contact.
- GoldMine integrates with LinkSystems order processing software and Hewlett-Packard telesupport software, eliminating duplicate data entry and improving customer support.

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