

## CASE STUDY

## PARTNER PROFILE



**FrontRange Partner:**

Networks Plus Technology Group

**Location:**

San Diego, CA

**FrontRange Product Supported:**

GoldMine<sup>®</sup>

**Web site:**

[www.NPTechGroup.com](http://www.NPTechGroup.com)

**Quick Stats:**

**Year began business:** 1994

**Employees:** 380

**Key Customers**

- UC San Diego
- San Diego Padres
- Electronic Data Systems Corporation (EDS)
- San Diego State University
- Rubios restaurants
- U.S. Navy

# GoldMine<sup>®</sup> Backbone Means 1,000 Percent Growth for Top FrontRange Solutions<sup>®</sup> Partner

In the merciless economy of the past few years, business success stories were an anomaly and companies were content with a “flat” revenue report because it meant they were surviving for at least another quarter. Not so with Networks Plus Technology Group, a San Diego-based FrontRange Premier Partner that defied the odds.

In two quick years, the company expanded from four employees to 380, and during the past three years, grew revenue by a phenomenal 1,000 percent. Such growth landed the company atop CRN Magazine’s 2003 list of the fastest growing resellers in the nation. And that same year, the San Diego Business Journal recognized it as the second fastest growing private company in the area.

How did Networks Plus achieve and effectively manage exponential growth in a difficult economy?

The company attributes its success largely to focusing on several key manufacturing partners and core competencies. Since first opening its doors in 1994, Networks Plus has sold and supported GoldMine as the central component of its CRM offering. In their first year as a FrontRange Solutions Partner, the company earned FrontRange’s GoldMine Rookie of the Year distinction.

As Networks Plus grew, CRM solutions, specifically GoldMine, remained a significant

part of their business, which also includes network security, infrastructure, migration and storage solutions; VoIP; and technical staffing. The company’s technical staffing division, with more than 1,200 consultants in its database for placement on client projects nationwide, has largely fueled Networks Plus’ expansion. Additionally, as an SBA Certified Small Business and with Top Secret government security clearance, Networks Plus handles a number of government and defense industry projects.

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— James Kernan, President and CEO,  
Networks Plus Technology Group

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According to the company’s president and CEO, James Kernan, GoldMine has been an essential ingredient in enabling Networks Plus



to efficiently scale up, manage its explosive growth and keep costs down. Primarily, it supports constant, efficient communication among the staff and with customers.

“I don’t know how we would have scaled so quickly without a tool like GoldMine,” Kernan said. “With GoldMine as the backbone of our business in all departments, we have driven enormous cost savings by eliminating redundancies and creating automation.”

#### **TAKING INNOVATIVE GOLDMINE SOLUTIONS AND EXPERIENCE TO CLIENTS**

By implementing innovative GoldMine solutions at its own offices, Networks Plus brings valuable firsthand knowledge of GoldMine business solutions to its customers. In line with its goal of providing end-to-end CRM solutions, the company offers GoldMine implementation, customization, and integration with third-party products, Web interfaces, and training at either its own lab in San Diego or at client sites. Some of their key clients include UC San Diego, San Diego State University, Rubios restaurant chain and the U.S. Navy.

Employing notable San Diego consultants on its staff, Networks Plus takes full advantage of GoldMine’s functionality, and has integrated the software with a variety of other systems to achieve even more efficiency. Using Citrix with GoldMine, employees can access the system and other programs from remote locations. This secure solution ensures all communication remains updated in real-time, so everyone has access to the full history of communication with a client. This was especially valuable during the forest fires in the San Diego area in the fall of 2003. Employees could tap into GoldMine from home and continue creating quotes and communicating with clients.

Networks Plus also tightly integrated its phone system with GoldMine. Whenever an employee with GoldMine access receives a call, the contact record for that caller immediately pops up on their PC. They can also double-click on the phone number of a GoldMine contact and it dials that contact directly from the user’s phone. Users can immediately write notes to the contact records of all incoming or outgoing calls, saving them the hassle of manually pulling up each contact.

On the marketing and sales side, GoldMine helps Networks Plus juggle its very active database marketing schedule. The company constantly communicates with its database of about 20,000 existing and prospective clients. Using filtering, they coordinate highly targeted campaigns to very narrow segments of the database. Additionally, they can easily send segments of their contact base to their various manufacturing partners to be included in their campaigns.

#### **MANAGING 1,200 CONSULTANTS WITH FIVE STAFF**

GoldMine has been instrumental in allowing Networks Plus to expand its technical staffing division, a major part of the company’s revenue growth over the past few years. With just five staff members, the company keeps up with approximately 350 consultants on assignment at client sites nationwide, and about 1,200 total consultants awaiting assignments – all from its GoldMine database. When a project is assigned, the technical staffing division quickly filters through the contact records to narrow the list of potential candidates by location, skills, experience level or availability.

Through a custom Web interface, applicants can fill out an online application that



immediately auto-populates fields in GoldMine, allowing recruiters to identify them later with quick and easy searches for the right skills. This automation saves tremendous time in narrowing the field of candidates, especially for larger projects where the company might receive 500 applications.

"I don't see how it would be possible to track all 1,200 people, know where they are located, sort to find the ones with the skills we need and keep up with their past performance without GoldMine," explained Mimi Hannan, marketing manager for Networks Plus. GoldMine allows us to run that group with five people instead of maybe 25."

Networks Plus takes pride in offering its customers CRM solutions based on a best-of-breed application, Kernan says. It also values the resources that FrontRange provides to partners, such as creative marketing ideas and ways to wrap services around the product.

"We receive support from FrontRange in resolving everything from pre-sales technical support to on-site technical support for our consultants who encounter an issue in the field," said Hannan. "And, FrontRange channel representatives participating in sales calls with us, gives us great credibility. We know we have the support of FrontRange in helping us take client projects from start to finish."