



Skyline Dealers Target Sales, Personalize Service with Configured GoldMine Solution

Industry trade shows are a major source of leads and new business for many organizations. But as any trade show veteran will tell you, show success largely depends on your visual display.

For over 25 years, Minnesota-based Skyline has been perfecting the art and science of trade show displays, helping countless clients maximize their trade show investments. Longtime innovators, the company has over 50 patents and dozens of awards for its displays. Today, Skyline operates through a network of 142 dealers in 45 countries.

A Common CRM Platform across the Dealer Network

Each independently owned and operated Skyline dealer has traditionally implemented its own business processes and technology applications. However, in recent years, Skyline's corporate office has launched a strategic initiative to standardize customer relationship management (CRM) systems across the dealer channel.

"Skyline is trying to guide dealers toward common platforms so they can interact with us more easily, and prospect leads more proactively," said Barb Baker, dealer support manager.

But beyond standardizing with a common system, Skyline envisioned a CRM solution designed for the unique needs of its dealers. Specifically, Skyline hoped to streamline dealers' ability to act on leads they receive regularly from the company, expedite reporting, and integrate CRM with a standard quoting application, QuoteWerks™.

Configuring GoldMine for Dealers' Needs

In 2005, Skyline looked closely at available CRM solutions, and found many dealers already used GoldMine® software from FrontRange Solutions. Evaluating the application more extensively, Skyline chose GoldMine as the recommended CRM application for its dealer network. The company was attracted by the software's combination of functionality,

configurability and affordability, as well as its worldwide network of support.

Skyline called in FrontRange Solutions Partner First Direct Corp. (1stdirect.com) to create a configured GoldMine template for dealers. The goal: a GoldMine system designed for dealers' specific sales, marketing and operational needs. To that end, 1stdirect.com met with some of the top Skyline dealers to gather their input, and understand their business needs and CRM requirements.

The FrontRange partner then designed a template to capture and report on information to support dealers' sales and customer service efforts. As dealers add new leads and grow those relationships into customers, they can track information such as all the shows a customer or prospect plans to attend, their exhibit sizes for every show, and key customer details like number of employees, revenue and competitors.

Using a custom GoldBox® import profile created by 1stdirect.com, GoldMine also streamlines the process of processing leads from Skyline corporate. Skyline emails dealers a file, and in minutes, they can bring those leads into GoldMine and begin contacting them.

Targeted, Tailored Sales and Service

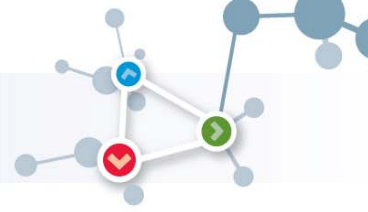
With rich customer information readily available, dealers target their marketing efforts and customer interaction to specific customers. As they talk with customers by phone, they tap into the relevant GoldMine contact record for detailed data about each – resulting in a more organized, customer-focused approach.

Dealers run Microsoft® SQL queries to see every customer or prospect with shows in the coming quarter, and then market to them specifically. Custom reports and SQL queries also allow managers and owners to see all the activities for sales reps in a given week or month.

"Sales reps can proactively look at those customers or prospects with upcoming shows. It's show-based and date-based marketing." Baker said.

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Another timesaver, GoldMine integrates seamlessly with QuoteWerks software, simplifying quoting and reducing duplicate data entry.

Ramping up Dealers

To date, several Skyline dealers have gone live with GoldMine and the configured template, and are already experiencing the results.

“Since I have been working with GoldMine and the template, and training with First Direct, I have seen the benefits of using GoldMine versus our old database software, ACT!,” said Grace Fong, design consultant with Skyline Exhibits MidSouth. “Tailoring GoldMine to our industry will help us be more efficient. Features that enable us to market at the most opportune time should lead to more sales. I am definitely impressed with the software.”

Dealers, as well as Skyline corporate, have relied on 1stdirect.com as their partner in implementing GoldMine and the template, and ramping up teams on the solution through training.

“First Direct did a great job with the dealers and developed a solution that met all of the needs we identified.” Baker said.

“We’re helping Skyline to align CRM with their business processes,” added Bob Ritter, president of 1stdirect.com. “Dealers had various solutions previously, even GoldMine. The key is to utilize GoldMine in a way that’s more consistent and better suited to their business model.”

Moving forward, Ritter sees even greater results as dealers cooperate on training efforts and add functionality.

ABOUT FIRST DIRECT CORP.

Since its founding in 1992, First Direct Corp. has been a FrontRange Solutions partner supporting all FrontRange/GoldMine products. 1stdirect.com handles a full range 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.

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

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Quick Stats
Employees: 350
Worldwide dealers: 142

Business Benefits Realized with GoldMine

- A configured GoldMine template tracks information such as customers' shows, their exhibit sizes, and key customer details like number of employees, revenue and competitors.
- In minutes, dealers can bring leads from Skyline corporate into GoldMine and begin contacting them.
- Dealers run SQL reports created by 1stdirect.com to see every customer or prospect with shows in the coming quarter, and then market to them specifically.
- GoldMine integrates seamlessly with QuoteWerks software, simplifying quoting and reducing duplicate data entry.

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