

**CUSTOMER**

Mediaweave

INDUSTRYMarketing, communications,
and technology solutions**LOCATION**

Woonsocket, Rhode Island

SYSTEM

Sage CRM

Mediaweave Strengthens Client Relationships With Sage CRM

Since 1983, Woonsocket, Rhode Island-based Mediaweave has been designing, creating, and implementing marketing and communication support tools for organizations worldwide, including Sony, Wal-Mart, Bacardi, Folgers, the San Diego Chargers, AT&T, American Express Travel, Harley-Davidson, AOL, and others. Burdened by a rapidly expanding database that could no longer satisfy its requirements, Mediaweave turned to Sage CRM for a comprehensive software application capable of managing the company's growing business.

Growing Pains Prompt Search for Advanced System

With a fast-growing client database containing more than 2,500 records and new sales and marketing campaigns in progress, Mediaweave determined that its existing contact management program could no longer accommodate its growth. "Our system couldn't handle multiple concurrent users," says Mediaweave CEO Eric Robichaud. "For example, if you updated a screen on one computer, you had to repeat the process for every other computer. In addition, we



had no centralized place to store essential sales and marketing data. Worse yet, because our program was overmatched by our fast-growing contact database, we were plagued by data corruptions."

Sage Software Delivers Affordable and Customizable CRM

Mediaweave wanted to provide its management and sales force with essential remote access to customer-centric data. "We wanted to automate the entire process so that we could effectively manage everything from tracking prospects to handling existing accounts to executing components of sales and marketing campaigns," says Robichaud.

CHALLENGE

With no centralized location for storing sales and marketing information, Mediaweave had trouble managing multiple users and a rapidly expanding database.

SOLUTION

Sage CRM provides advanced Web-based sales force, marketing, and customer care automation; a range of security levels for multiple users; a customizable user interface; and more.

RESULTS

After implementing Sage CRM, Mediaweave realizes an immediate return on investment and significant productivity gains.

"We've been using the software like crazy and loving it! We're getting an immediate return on investment and realizing big productivity gains, and we continue to tweak the product as needed."

—Eric Robichaud
CEO
Mediaweave

"Furthermore, we wanted the flexibility of implementing a range of security levels so that sales reps could access only certain accounts."

Mediaweave evaluated several CRM packages, searching for an affordable, Web-based application. During the selection process, the company contacted Ted Chmura III at Computer Control Corporation, a leading Sage Software business partner. "I encouraged Mediaweave to check out Sage CRM," says Chmura.

Sage CRM is a wireless, Internet-based suite of applications that provides enterprise-wide access to vital customer, partner, and prospect information anytime, anywhere. It is customizable, allowing users to define fields and workflow processes and create screens, and also integrates seamlessly with other Sage Accpac applications. "I was convinced that this was the perfect solution for Mediaweave because they could deploy the software on-site and the price was in line with their budget. A huge selling point was that I was able to show Eric how to customize the user interface within minutes to fit his requirements," says Chmura.

"We were blown away by what we saw in the product demo. Sage CRM offered everything we were looking for. It was very clear and intuitive and provided all the sales and marketing automation functionality we needed," says Robichaud. Moreover, the flexible customization afforded by Sage CRM proved especially appealing to Mediaweave. After installing Sage CRM, Mediaweave's technical staff quickly customized the default workflow process to the six-stage workflow process that conforms to the company's business model, and also modified product categories and company records and added fields to screens.

"We've been using the software like crazy and loving it! We're getting an immediate return on investment and realizing big productivity gains, and we continue to tweak the product as needed," says Robichaud. "Thanks to Sage CRM and the assistance of Computer Control Corporation, we have left the days of the glorified rolodex behind and can move forward managing our sales and marketing campaigns with confidence."

ABOUT SAGE SOFTWARE

Sage Software has been responding to the needs, challenges, and dreams of small and mid-sized businesses for over 25 years. With a complete range of business management solutions and services, Sage Software helps companies improve customer relationships, reduce costs, and automate and integrate a variety of operational activities. Its solutions support the specialty needs of a broad scope of industry segments, including manufacturing, distribution, construction, real estate, nonprofit, and professional services.



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05-4410 10/05 SSEW0010-0204