



CUSTOMER SUCCESS STORY

**CUSTOMER**

Sebesta Blomberg

**INDUSTRY**

Engineering, construction and related services

**LOCATION**

Roseville, Minnesota

**Number of Locations**

10

**Number of Employees**

200+

**SYSTEM**

Sage CRM SalesLogix

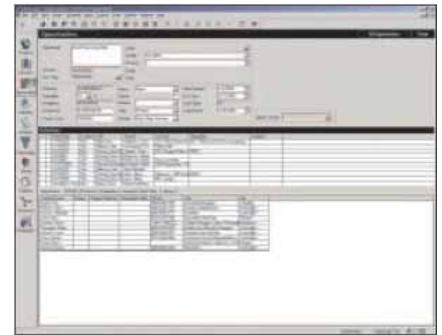
## Sage CRM SalesLogix QuickStart Provides Sebesta Quick Implementation and Results

Sebesta Blomberg, an engineering firm in Roseville, Minnesota, fills an unusual industry niche. It manages and provides construction services in facilities, including specialized systems such as lighting and power distribution.

Naturally, a company with such a unique blend of services also has a unique way of selling. The majority of the company's "salespeople" are engineering experts or project managers whose primary jobs reside outside of sales.

**Coordination of Efforts Needed**

With a mobile workforce of 200+ employees, and nearly a third engaged in some sales activities, coordinating everyone's efforts was difficult. "We ended up tripping over each other," said Dan Tollman, Sebesta Blomberg COO. "We had instances where three different people would phone the same contact in one day. We needed more effective communication." "We wanted a system that was simple, easy to use, and as intuitive as possible. Sage



CRM SalesLogix appealed to us because we could easily customize an array of screens, and they offered at QuickStart program to get up and running in 30 days guaranteed."

"We looked at other solutions, including one produced by the maker of our project management and accounting system," Tollman recalled. "But, they were just too much. They were so complex and they lacked end-user friendliness. With Sage CRM SalesLogix we were able to purchase a highly customizable product, but we could buy it as you would an off-the-shelf system," Tollman said.

**CHALLENGE**

Without a CRM solution, Sebesta Blomberg's salespeople weren't effectively communicating. They wanted a simple, intuitive, easy to use solution to coordinate efforts across their entire team.

**SOLUTION**

Sebesta selected Sage CRM SalesLogix and participated in the Sage CRM SalesLogix QuickStart program, which offers licenses, installation, minor customizations and training with a guarantee of being up and running in 30 days.

**RESULTS**

Because of Sage CRM SalesLogix, Sebesta Blomberg has gained a consolidated view of opportunities and accounts yielding more efficient management and more accurate forecasting.



Your business in mind.

*"We're excited about what Sage CRM SalesLogix can do for us. We're seeing information we never had before."*

—Dan Tollman  
Sebesta Blomberg  
COO

## 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.



## Successful Implementation in Four Days

That off-the-shelf quality appealed to Paul Blomberg, the company's executive vice president, too. "By going in with a pretty basic product and trying it, you become more confident in what it can do, with the understanding that you can modify it down the road," he said. "This also contributes to more of a bottom-up design, rather than a top-down design. That's absolutely essential because it gets the users involved in future customization."

The Sage CRM SalesLogix QuickStart program includes licenses, installation, minor customizations and user training in Sage CRM SalesLogix fundamentals through an online tutorial so the user can be productive right away. The entire implementation took only four days.

Mikael Mackereth, the company's MIS specialist, and Tollman report that the technical support provided by the Sage CRM SalesLogix QuickStart program was exceptional, aiding in the speedy implementation. Tollman said, "There was an absolute commitment to get us up and running quickly."

Another important aspect of the Sage CRM SalesLogix QuickStart program is the Remote Sage CRM SalesLogix Administrator. With it, Sage CRM SalesLogix provides remote database administration for a period after Sage CRM SalesLogix QuickStart customers' systems are up and running. Companies who wish to do so can continue the service by subscribing to it, or may attend a Sage CRM SalesLogix administrator class for additional training.

## "We're Seeing Information We Never Had Before"

Sebesta Blomberg is so pleased with the results that it's already doubling the size of its implementation.

The company is now tracking about 800 accounts. "In our business, that's a lot," Tollman reports. "It shows we're generating more leads than we thought." Overall, Tollman, Blomberg, and the company's other executives have a much clearer view of their sales pipeline, forecast, and business plan.

Blomberg is eager to see the results to come. "As we track wins and losses, we'll see who and which techniques are effective," he said. He also expects to use Sage CRM SalesLogix to coordinate marketing efforts and aid customer support.

But, for now, it's all about adding to the top line. Blomberg said, "Sage CRM SalesLogix provides a place to record our opportunities and a way of methodically following up on them. It provides a means for coordinating our efforts." Tollman said, "We're excited about what Sage CRM SalesLogix can do for us. We're seeing information we never had before."