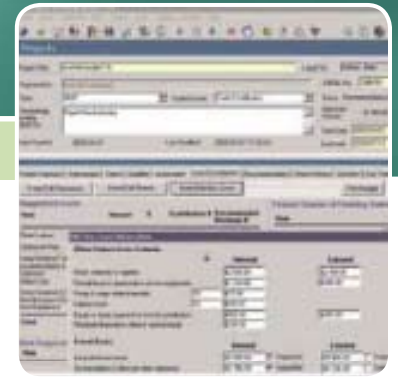


CUSTOMER SUCCESS



Sage SalesLogix Creates a Knowledge-Rich Environment for Canada’s IRAP

Winter can be cold in the Canadian Maritimes, those provinces bordering on the Atlantic Ocean. So cold that ice often covers the bays where fish farmers build their pens, making it difficult to harvest their product.

One entrepreneur had a better idea—house the pens on land and harvest his flounders in comparative luxury. However, the innovator needed information on the technologies required to raise fish indoors on an economically viable basis.

Enter IRAP, the Industrial Research Assistance Program, which is part of the Canadian National Research Council (NRC). IRAP employs about 400 people across Canada to help small and midsized businesses turn research and technology into business opportunities. Some 260 Industrial Technology Advisors (ITAs) work directly with clients in the field.

IRAP decided to implement Sage SalesLogix to replace a mix of fax, phone calls, courier, and e-mail between ITAs and IRAP headquarters in Ottawa.

Functionality and Flexibility

“We decided that a customer relationship management (CRM) system would most closely meet our needs,” said Brian Wilson, manager of IT at the time.

“We looked at a number of CRM tools and narrowed the field to Sage SalesLogix and two others,” he said. “Sage SalesLogix not only had the functionality, but also could be tailored to fit our specific requirements. Sage SalesLogix also had the ability to scale to meet our future needs.”

Wilson added, “Another big plus is the ability to synchronize databases. ITAs and other field personnel download subsets of the central CRM database so they can work independently from the network. This was a big factor in choosing Sage SalesLogix.”

“Sage SalesLogix provided the core modules,” Wilson continued. “We added more modules, redesigned the screens to meet our needs, and built additional tools for our field and back-office workers.”

Customer:

National Research Council of Canada’s Industrial Research Assistance Program (IRAP)

Industry:

Publicly funded scientific and technology organization, helping small and midsized businesses adopt technology.

Location:

Ottawa, Ontario, Canada

Number of Employees:

400

System:

Sage SalesLogix

CHALLENGE

To streamline communications, operations, and processes related to helping small and midsized businesses make full use of NRC-IRAP research and development services.

SOLUTION

Implementation of a highly tailored version of Sage SalesLogix to facilitate communication and gather important operational and financial data.

RESULTS

Innovation promoted through streamlined processes, improved client communications, and a knowledge-rich environment for decision making.

“We’re still modifying and adding to the system,” he said. “For example, we took a number of screens used to enter project information and consolidated them into a single screen. Now, ITAs in the field enter program and financial information, and our headquarters people use the same screen to enter more data. Then, Sage SalesLogix generates a new screen—an agreement among NRC, IRAP, and the client. It enables us to quickly and efficiently generate working documents in the field from data stored centrally.”

Sage SalesLogix Has Made “A Tremendous Difference”

Wilson said, “Our clients now receive more information to help them build their businesses and create supportive relationships with a variety of technology resources.”

“For us, Sage SalesLogix means timely access to accurate information, better collaboration and information sharing among peers, faster turnaround on client projects, and the ability to track our financial assistance projects on-line more easily,” he continued. “We have also created a knowledge-rich, database-driven environment to help IRAP people make quality decisions.”

“We will continue to adapt and scale Sage SalesLogix to meet our present and future needs,” Wilson concluded. “Sage SalesLogix has helped me make a tremendous difference in the way IRAP delivers service and I believe it has the functionality to do it even better.”

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ABOUT SAGE SOFTWARE

Sage Software supports the needs, challenges, and dreams of more than 2.7 million small and mid-sized business customers in North America through easy-to-use, scalable, and customizable software and services. Our products help manage a complete range of business functions including: accounting, operations, customer relationship management, human resources, time tracking, merchant services and the specialized needs of the construction, distribution, healthcare, manufacturing, nonprofit, and real estate industries.

