



CASE STUDY

BUSINESS INFORMATION

Acts Automation Successfully Orchestrates Largest Worldwide GoldMine Implementation at Advanstar Communications



Organization:

Advanstar Communications

Industry:

Business Information

Products:

GoldMine®

GoldSync®

FrontRange Solutions Partner:

Acts Automation

Web sites:

www.advanstar.com

www.actsgold.com

Quick Stats:

Employees: 1,400

Users: 700+

Operating environment:

MS Windows

COMPANY PROFILE

In the past, sales and marketing representatives at Advanstar Communications Inc. (www.advanstar.com), a worldwide business information company, used various contact management methods – including GoldMine, ACT, Excel and handwritten records. Without a centralized, coordinated contact management program, records were isolated with each representative, slowing productivity and hindering targeted, strategic sales and customer service for Advanstar, which serves specialized markets through 115 magazines and directories, 90 tradeshows and conferences, numerous Web sites, and a wide range of direct marketing, database and reference products and services. With publications and trade shows for approximately 11 unique industries ranging from beauty to automotive, Advanstar sales representatives needed up-to-date records for nearly half a million contacts.

ACTS AUTOMATION CONNECTS

737 USERS, 500 DATABASES TO GOLDMINE

Advanstar enlisted FrontRange Solutions partner Acts Automation, Inc. to implement GoldMine as its company-wide CRM solution. The project initially required the partner to convert 400 databases at 13 sites for 500 users. Simultaneously, Acts Automation implemented GoldSync to synchronize all GoldMine users, as well as FaxRush, from the OmniRush Family of Products by Z-Firm, for

launching fax blasts through GoldMine with just one click. From the initial conversion to today, Acts Automation has assisted Advanstar in bringing a total of 20 sites, 737 users and 500 databases into GoldMine. Along the way, the firm also put in place security curtains to protect users' contact data, integrated GoldMine with the company billing system, and provided training for Advanstar to maximize its GoldMine use.

“We have increased the productivity of our sales people by just knowing how many calls sales reps make, who are they calling and if they’re reaching decision-makers... we improved productivity by helping the sales staff focus on the right people in the right companies.”

*Bob Scale, Application Project Director
Advanstar Communications*



Business Benefits Realized with GoldMine

- Simultaneous implementation of both GoldMine and GoldSync to 20 sites, 737 users and 500 databases.
- Users now access a centralized, synchronized contact management system allowing a unified, current view of every prospect and customer, and a complete history of all interactions.
- Fields and screens customized for each unique industry group allow teams to store, sort and analyze their databases to refine their efforts, adding up to a 20 percent increase in sales calls.
- Custom online video training created by Acts Automation will result in savings up to \$30,000 in consulting and travel costs annually.

MORE CALLS, FEWER MISSED OPPORTUNITIES

With a centralized, synchronized contact management system, sales and marketing teams at Advanstar have a unified, current view of every prospect and customer, and a complete history of all interaction with them. Fields and screens customized for each unique industry group allow teams to store, sort and analyze their databases to refine their efforts. Marketing launches targeted database campaigns by mail, fax or e-mail. Sales representatives know whom to call and when, and are empowered with customer details to cross-sell, ensuring they never let an opportunity slip by. Overall, it adds up to about 20 percent more calls, which in the numbers game of Sales, drives higher revenue.

“We have increased the productivity of our sales people by just knowing how many calls sales reps make, who are they calling and if they’re reaching decision-makers,” explained Bob Scale, Application Project Director for Advanstar. “We improved productivity by helping the sales staff focus on the right people in the right companies.”

Additionally, Acts Automation has supported Advanstar in being self sufficient day-to-day by training 83 administrators to assist their fellow GoldMine users. By all accounts, the GoldMine implementation has been a success, which Acts Automation attributes largely to Advanstar’s total commitment to the project. “In our 13 years of supporting GoldMine, Advanstar is the most perfect example we’ve seen yet of doing everything right,” said Craig Anderson, CEO of Acts Automation. “They had 100 percent management buy-in, invested in the technologies they needed, trained all users and followed all our suggestions to

develop a system that works. And they have a measurable account of how well it works.”

A FOUNDATION FOR ONGOING BUSINESS NEEDS

Moving forward, Advanstar plans to work with an external data vendor to ensure that all GoldMine contact records remain clean and current. Additionally, the company hopes to create more efficiency for remote sales representatives by synchronizing with handheld devices. Acts Automation will also assist in creating custom online video training, which will save Advanstar as much as \$30,000 in consulting and travel costs per year. As it expands its use of the software, Advanstar can rely on Acts Automation to ensure that GoldMine continues meeting the company’s evolving business needs. “We couldn’t have done it without Acts Automation,” Scale said. “They are very knowledgeable about not only the technical aspects of GoldMine, but about how to customize GoldMine to use effectively in our sales processes. And when a new business issue comes up, they’re able to help us solve those issues by knowing how to use GoldMine.”

“In our 13 years of supporting GoldMine, Advanstar is the most perfect example we’ve seen yet of doing everything right.”

*Craig Anderson, CEO
Acts Automation, Inc.*





ABOUT ACTS AUTOMATION

Founded in 1993, Acts Automation, Inc. is an Elite Premier level FrontRange Solutions partner, supporting both HEAT and GoldMine for more than a decade. The firm handles the full range of customers' needs, from implementation to training to customization and ongoing support. In 2004, FrontRange named Acts Automation a Top 5 GoldMine Partner. For more information, call (714) 740-1820 or visit www.actsgold.com.

ABOUT FRONTRANGE SOLUTIONS

FrontRange Solutions USA Inc. is a leading international provider of Service Management and CRM solutions that have been used by more than 130,000 companies and over 1.5 million users worldwide to automate and manage IT projects and customer-facing initiatives. FrontRange's expanded family of solutions include: IT Service Management (including HEAT®), Infrastructure Management, Contact Center Management, Customer Service, and Sales, Marketing & Relationship Management (including GoldMine®). FrontRange products are designed specifically for small- to mid-sized enterprises and distributed enterprises. Customers represent over 50% of the Fortune 500 and over 75% of the FTSE 100. More than 80 diverse industries use FrontRange products, including Coca-Cola, Shell Oil, Prudential Securities, Électricité de France, Mack Trucks, and Turner News Network. For more information, call (800) 776-7889 or visit www.frontrange.com.

