

Unicorn Containers pioneers Saleslogix integration with Sage ERP

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Sage CRM business partner, Pinnacle Computing, has helped Unicorn Containers become one of the first companies to integrate SalesLogix with front and back-office systems using Sage CRM's new integration technology, the Sage Application Integration Server (AIS). The news follows a recent announcement by Sage CRM about its new Integration Partner Programme, designed to recruit SalesLogix partners who will provide standardised integration services across all Sage products and other software applications.

One of Northern Ireland's leading manufacturers of waste and sanitary products and an existing Sage Line 200 user, Unicorn Containers decided to integrate SalesLogix with Sage ERP to help manage all prospect and customer facing activity across sales, marketing and customer support. The combined solution will also enable senior management at the company to evaluate the cost of marketing against return on investment (ROI).

Roger Pannell, Managing Director at Unicorn Containers, explained: "As part of our sales and marketing strategy, Unicorn attends a lot of exhibitions. SalesLogix will help us track who we speak to, how many leads we capture, how many telesales calls we make from these leads, how many people we get to speak to and ultimately how many sales we get from this marketing activity. If the profit covers costs, then we know the activity has been a success. If not, we will try something more effective".

SalesLogix also offers Unicorn Containers the capability to integrate activities with Microsoft Outlook, a simple feature that many competing solutions currently do not offer. In addition, as a large percentage of the company's sales team is on the road, the remote access will enable joined-up activity in real time between office and field based staff, creating a more efficient and productive workforce overall.

"This is a first for us in terms of implementing Sage CRM integration technologies. We're delighted to be paving the way and hope this encourages other SalesLogix business partners to get involved," Leona Moon, CRM Manager at Pinnacle Computing, said. "From our perspective, offering integration services and consultancy is crucial in today's technology environment and makes good business sense for anyone selling mid market CRM solutions."

Andrew Boyd, Director of Integration Technologies at Sage CRM, added: "We are seeing a big increase in demand for integration among both partners and customers and it is something we have actively invested in to meet that demand. But it has to be integration that is affordable, easy to use and tailored to individual needs, otherwise mid-size companies will be turned off it altogether. I believe no other CRM vendor is offering the level of simplicity and affordability that Sage is today."

Additional product information

SalesLogix

SalesLogix is Sage CRM's market-leading CRM solution for medium-sized businesses and divisions of large companies. Fully scaleable, SalesLogix has more than 6,300 installations worldwide and can be easily customised, offering rapid return on investment (ROI).

It is a complete customer-centric solution designed to enable sales, marketing and support teams to improve the management of relationships with customers and prospects. Designed to integrate seamlessly with other business software and back-office applications, SalesLogix fits in neatly with existing infrastructures. It can gather information from all departments and systems and make it accessible to everyone in an organisation, allowing them to have a complete single view of their customers.

Sage Application Integration Server

Sage Application Integration Server is a new development based on leading-edge integration technology, providing robust front-office/back-office integration. Using this technology business partners can integrate SalesLogix with a variety of ERP, accounting and web applications. Sage Application Integration Server also includes standardised integration adapters for all Sage accounting solutions.

Company information

Sage CRM Solutions

Sage CRM Solutions is one of the world's leading providers of customer-centric software for the mid-market, with its SalesLogix and ACT! relationship software product lines. The company was founded in May 2001 when Interact Commerce was acquired by Sage Group plc, headquartered in Newcastle. Based in Winnersh, near Reading, Sage CRM has enabled more than four million users worldwide to achieve a single view of their customer relationships and deliver world-class customer service.