



CUSTOMER SUCCESS STORY

**CUSTOMER**

Aspyra, Inc.

**INDUSTRY**

Software Manufacturer

**LOCATION**

Calabasas, California

**Number of Locations**

Three

**Number of Employees**

125

**SYSTEM**

Sage CRM SalesLogix  
Sage MAS 90

**Other Sage Software Products in Operation**

- Sage CRM SalesLogix Support
- Sage CRM SalesLogix KnowledgeSync

## Aspyra Connects Key Areas of Business to Improve Customer Satisfaction

Like so many fast-moving companies, Aspyra found itself running a hodgepodge of applications, which functioned adequately but produced silos of information. The company had several sales prospecting products, a dated helpdesk system, plus the usual gamut of spreadsheets, folders, and documents—in essence, a lot of redundant and inconsistent information.

Aspyra, a global provider of clinical and diagnostic information solutions for the healthcare industry, wanted a CRM solution that would make it easier to keep customers happy, while improving internal effectiveness.

### Selecting the Optimal Solution

Aspyra launched its CRM initiative by compiling a comprehensive requirements document. Among the primary requirements were: 1) to improve sales processes and give management real-time insight into the company’s pipeline; 2) to empower the customer support staff with a robust tool that allowed visibility into customer history; 3) to integrate critical sales, support, finance, and development processes.



Aspyra assessed several vendors, including Sage Software, Pivotal, Maximizer, and Salesforce.com. Aspyra’s Chief Operations Officer, James Helms, says that after a thorough product evaluation, “We quickly settled on Sage CRM SalesLogix because of breadth of functionality.”

Aspyra also put significant effort into choosing a business partner. Helms explains, “We were as diligent in picking a reseller as we were in picking a product. I believe having a partner that will help you through implementation and provide follow-up support is essential.”

**CHALLENGE**

Disparate systems had created silos of information and reduced ability to provide highest quality customer service.

**SOLUTION**

An integrated Sage CRM SalesLogix and Sage MAS 90 ERP solution to connect and improve sales, support, finance, and product development functions.

**RESULTS**

Streamlined and integrated key business processes in sales, support, finance, and product development departments, resulting in smoother internal communications and increased customer satisfaction.



Your business in mind.

