



CUSTOMER SUCCESS STORY

CUSTOMER

Tarantella, Inc.

INDUSTRY

Software manufacturer

LOCATION

Santa Cruz, California

Number of Locations

Eight worldwide

Number of Employees

93

SYSTEM

Sage CRM SalesLogix

Modules in Operation

- Sage CRM SalesLogix Sales
- Sage CRM SalesLogix Customer Service
- Sage CRM SalesLogix Marketing
- Sage CRM SalesLogix Support
- Sage CRM SalesLogix KnowledgeSync

Tarantella Grows Global Sales Utilizing Sage CRM SalesLogix

When Frank Wilde took the helm as Tarantella’s new president, he realized that Tarantella needed a CRM tool. He was familiar with Sage CRM SalesLogix, having used it successfully in three previous companies. After consulting with a Sage Software business partner, an irresistible selling point emerged. Sage CRM SalesLogix could be provided as a joint solution with Tarantella’s own flagship product, Secure Global Desktop Enterprise Edition, a secure application access solution, offering CRM efficiencies to Tarantella’s 12,000 customers worldwide.

Within two days of the Sage CRM SalesLogix proposal, Tarantella had placed an order. Sales staff began using the system immediately after customizations were completed. The support team was using Sage CRM SalesLogix shortly thereafter. “I’ve been through many software system acquisitions before at various companies,” says Lorie Goudie, director of customer support. “It usually takes from one to five years from proposal to implementation. To have a new CRM system operational in a few months was fantastic.”



Powerful Data Storage

Tarantella uses Sage CRM SalesLogix to capture sales leads obtained from trial downloads of its own software application, marketing programs, strategic partners, and trade shows. A customized Web service seamlessly moves data into Sage CRM SalesLogix. Leads are tagged by source and stored in Sage CRM SalesLogix. The application then distributes leads to resellers, master resellers and direct sales team members, and tracks all subsequent interactions throughout the customer lifecycle.

CHALLENGE

Eight disparate databases and home-grown support tracking systems were providing fragmented customer information and inaccurate sales forecasts; accessing these individual systems was difficult.

SOLUTION

A complete Sage CRM SalesLogix solution, including customer service, marketing, and sales modules, has consolidated Tarantella’s most important databases and automated its lead tracking process.

RESULTS

The implementation of Sage CRM SalesLogix has automated several administrative tasks such as data entry and letter preparation for creating and shipping materials, which has trimmed 20 percent off administrative time.



Your business in mind.

"We benefit daily from Sage CRM SalesLogix and its SpeedSearch capabilities... Sage CRM SalesLogix provides us with excellent reporting and grouping capabilities as well, to enhance the quality of our customer service."

—Lorie Goudie
Director of Customer Support
Tarantella, Inc.

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.



"Before, we had eight separate databases," explains Goudie. "Sage CRM SalesLogix has replaced three of these so far, providing us with active links to a single data repository. The main benefit is that we have accurate, consolidated, and up-to-date information on all of our customers, including data from partner sales that used to be invisible to us due to a two-tier channel system. We can also do a much better job tracking and managing renewals for Tarantella software products, a significant factor in improving our profitability."

All of Tarantella's sales representatives, regardless of tier or geographic location, have access to Sage CRM SalesLogix through Secure Global Desktop Enterprise Edition (SGDEE), one of Tarantella's products. "We install SGDEE on the server, which allows anyone to connect with Sage CRM SalesLogix, anytime, anywhere they are working," explains Goudie.

Instant Sales Notification

A further benefit of Sage CRM SalesLogix, Goudie says, is being able to combine product demo downloads and sales activities with customer service functions, making holistic account information easily available to the teams that need it. "The moment that a sale occurs, the service team knows about it, whether they're in the U.S., U.K., or India," she says. "It's easy to assign and route tickets to different locations, and have e-mail go directly into a ticket history location. This is so much more efficient than the cutting and pasting we had to do before."

Superior Customer Service

Tarantella has found that Sage CRM SalesLogix customer service functions improved their support response workflow. "We benefit daily from Sage CRM SalesLogix and its SpeedSearch capabilities, which help our representatives quickly access common customer resolutions and support data," Goudie notes. "Sage CRM SalesLogix provides us with excellent reporting and grouping capabilities as well, to enhance the quality of our customer service. Our hope is to add a Web customer portal as we continue to expand our Sage CRM SalesLogix implementation. We anticipate that automated data entry through Sage CRM SalesLogix will be 20 percent faster than our previous manual systems, and that automated letter preparation on the system will trim another 20 percent off the time required to create and ship mailings."

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