



CUSTOMER SUCCESS STORY

**CUSTOMER**

American Building Contractors, Inc.

**INDUSTRY**

Largest U.S. insurance restoration company specializing in roofing, siding, and gutters.

**LOCATION**

Burnsville, Minnesota

**Number of Locations**

Four

**Number of Employees**

500

**SYSTEM**

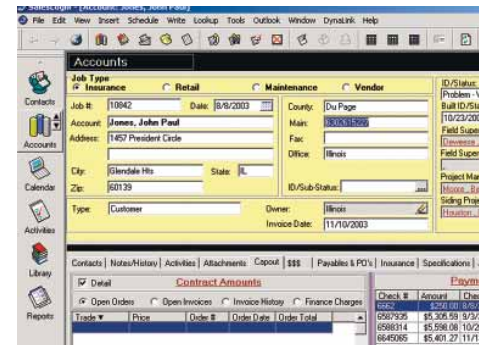
- Sage CRM SalesLogix
- Sage CRM SalesLogix KnowledgeSync
- DynaLink for Sage CRM SalesLogix for integration with Great Plains

## Sage CRM SalesLogix Means Profit for American Building Contractors

The sound of hail the size of golf balls bouncing off buildings is music to the ears of employees at American Building Contractors (ABC).

Privately held ABC, based in Burnsville, Minnesota, with offices in Chicago, St. Louis, and Chantilly, Virginia, is the country's largest insurance restoration company specializing in roofing, siding, and gutters. ABC specializes in replacing roofs, siding, windows, and other parts of residential and commercial buildings that have been damaged by hail.

Despite continued growth, ABC had a major problem, recalls Vince Smith, director of system integration. "When it came to tracking and managing projects and accounts receivables, we were working almost blind. We entered job information into QuickBooks and then entered the same data into ACT! by Sage—that's if someone remembered. At the time, the two systems weren't integrated and errors were inevitable."



On a flight to the Chantilly office, Smith noticed a Sage CRM SalesLogix ad in a magazine. He mentioned it to his accounting system VAR who put him in touch with Sage CRM SalesLogix business partner, Interlinx Associates, in Edina, Minnesota.

**Custom Designed Application**

"We were aware that Sage CRM SalesLogix is primarily CRM software, but that's not what we wanted it for—at least not at first," he says. "We needed a production tool, something to track jobs and help us collect money. Interlinx did a great job customizing

**CHALLENGE**

American Building Contractors needed to replace an inefficient and non-integrated production and accounting system with one that can efficiently and accurately track jobs and receivables.

**SOLUTION**

Implementation of a highly customized version of Sage CRM SalesLogix with integration capabilities to their accounting solution and notifications to alert team members of account status changes.

**RESULTS**

Sage CRM SalesLogix has provided the organization with more efficient production, targeted sales, better accounting results, and the ability to view a customer.



Your business in mind.

*“By better managing each job, our production quality has gone up and costs are down. Our users have really bought into the system. Overall, Sage CRM SalesLogix is having a major, positive impact on the company.”*

—Vince Smith  
Director of System Integration  
American Building Contractors

## 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.



the software and it worked beautifully. We were amazed at the flexibility of Sage CRM SalesLogix.

“The Sage CRM SalesLogix implementation, which began in November 2001, took four months. We also installed Microsoft Great Plains Dynamics accounting software and integrated it with Sage CRM SalesLogix using DynaLink. Suddenly we weren’t blind anymore.”

“Now, when a job is sold we enter it into Great Plains, which passes the information to Sage CRM SalesLogix,” he continues. “At that point, the Sage CRM SalesLogix software takes over and tracks the job through the construction and accounting processes using Sage CRM SalesLogix KnowledgeSync. KnowledgeSync spots any changes and pushes an alert out to the appropriate people.”

All job cost information from the accounting system is brought into Sage CRM SalesLogix and the gross profit of each job is calculated. Commissions are paid based upon these numbers.

Smith adds, “The production system works so well that we decided to use Sage CRM SalesLogix for its original purpose—sales. Our sales force tracks leads and manages direct mail and telemarketing. Also, hailstorms are selective—they hit in spots. So, as repair calls come in, we use Sage CRM SalesLogix to determine where damage is concentrated and target our marketing.”

## A Solid Foundation for Growth

Four separate servers support the Sage CRM SalesLogix system—a main server in Minneapolis and subordinate servers in the other offices. These are synchronized with the Minneapolis server hourly. All the databases run on SQL Server 2000. A virtual private network (VPN) links the four offices and more than 60 people in production, sales, and accounting who use the Sage CRM SalesLogix system.

Smith says that future plans include posting forms on the company’s Web site that feed directly into Sage CRM SalesLogix so customers, including property management companies, can request estimates online.

“It’s hard to quantify ROI, but we know it’s happening,” he says. “Before Sage CRM SalesLogix we had some nasty accounts receivables, but that’s no longer a problem. We’ve already covered the cost of the software and implementation through increased collections. We respond to leads faster, especially referrals, which are huge in this business.”

“By better managing each job, our production quality has gone up and costs are down. Our users have really bought into the system. Overall, Sage CRM SalesLogix is having a major, positive impact on the company.”

“We are in a great position to grow,” Smith says. “Sage CRM SalesLogix has given us the solid foundation that we need to move up to the next level.”

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01/06 05-4523/0106