



CUSTOMER SUCCESS STORY

**CUSTOMER**

Hoover's

**INDUSTRY**

Delivers comprehensive company, industry and market intelligence to enterprises and individuals

**LOCATION**

Austin, Texas

**Number of Employees**

242

**SYSTEM**

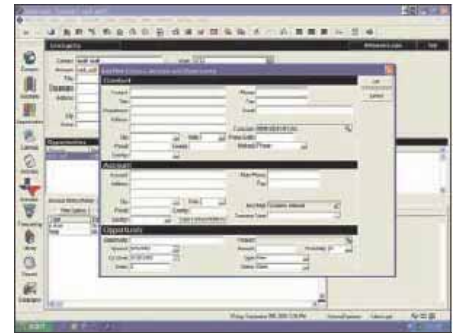
Sage CRM SalesLogix

## Sage CRM SalesLogix Helps Position Hoover's for Continued Growth

Curb Your Enthusiasm is not just a popular TV show. It's also some excellent advice that Harris Technology, a Sage CRM SalesLogix business partner, gave the Hoover's CRM project team when it decided to upgrade its CRM software.

Paul Gruber, Hoover's internal support manager and leader of the project, recalls, "In the late 1990s, we were growing rapidly. ACT! by Sage was our existing contact system and was fine for handling individual contact records. But, as we began to move into enterprise sales, our requirements changed."

Based in Austin, Texas, Hoover's provides proprietary business information on over 35,000 U.S. and global companies, more than 180,000 executives, and hundreds of industries. Acquired by Dun & Bradstreet in 2003, the company now has 242 employees. Though much of Hoover's information is offered over the Web, the company not only weathered the dot-com implosion, but also continued its rapid growth. One of the reasons was continued growth in its enterprise subscription sales.



**Rapid Growth Requires Change**

"We started the enterprise sales group in 1997 with five people, and over time we experienced rapid growth," Gruber says. "Even though ACT! was beginning to feel the strain as our database demands grew, we were too busy to make a change. Finally, early in 2002, we knew it was time and engaged Harris Technology because they really understood CRM software."

Hoover's evaluated a number of solutions, with Siebel and Sage CRM SalesLogix making the final cut. "Siebel was impressive in terms of its breadth of features, but we realized it was too much solution for too little a problem."

**CHALLENGE**

Hoover's needed to deploy a CRM system to handle the company's rapid growth and strained database.

**SOLUTION**

Migrate from ACT! to Sage CRM SalesLogix and integrate the CRM software with a powerful authentication system. The resulting solution is designed to scale to accommodate future Hoover's growth.

**RESULTS**

More efficient and broader e-mail and telemarketing campaigns, faster implementation of new customer subscription accounts, increased sales team productivity and customer satisfaction.



Your business in mind.

*"Now our database server is sized to handle a half million or more records to meet Hoover's anticipated future growth, and Sage CRM SalesLogix will scale with the database. We currently have 60,000 records and continue to grow."*

—Paul Gruber  
Internal Support Manager  
Hoover's

## 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.



Sage CRM SalesLogix had everything we needed, at a far lesser price. Plus, there was a clear migration path between ACT! and Sage CRM SalesLogix as they are both Sage Software products," says Gruber.

### Positioned for Continued Growth

He adds that his team was very enthusiastic about the Sage CRM SalesLogix capabilities and the temptation was strong to implement lots of new functionality. But Ron Harris, president of Harris Technology, counseled them to proceed in manageable phases. "We took Ron's advice and the deployment went very smoothly," comments Gruber. Scalability is an issue that was solved almost immediately.

"Now, our database server is sized to handle a half million or more records to meet Hoover's anticipated future growth," Gruber says. "And Sage CRM SalesLogix will scale with the database. We currently have 60,000 records and continue to grow."

"Also helping position the company for continued growth is a recent integration of Sage CRM SalesLogix with our authentication system," he added. "The system verifies and controls user access to information on Hoover's Web site. When Sales, in Sage CRM SalesLogix speak, 'has closed an opportunity' we access the Customer Setup Web form (via a single click from the customer record) that is pre-populated with data from Sage CRM SalesLogix. We check the data, add the user name and password, and submit the form to the authentication system. This system sets up the account, permissions, and access rights and the customer is in business right away."

### Rapid ROI and User Adoption

The Sage CRM SalesLogix system is rapidly paying for itself, Gruber says. The sales team has a clear picture of customer and prospect activity, and without the database restrictions, they can now launch e-mail campaigns to a much broader range of prospects. Hoover's outbound telemarketing efforts and members of the renewal sales team are benefiting from the system as well.

"There are many of other Sage CRM SalesLogix capabilities that we would like to implement right away," says Gruber. "Fortunately Ron Harris and his team are helping us curb our enthusiasm and take a deliberate, well-managed, well-documented approach to our on-going CRM initiative using Sage CRM SalesLogix."