

## Sage ACT! | Customer Success



### Challenge

As Anew Communications Technology grew, it became vital to provide the company's remote representatives with access to current information concerning customers and sales opportunities.

### Solution

Upgrading from a single-user license of ACT! to ACT! Premium provides anytime, anywhere data access to the company's traveling sales team.

### Results

The centralized database serves as a single source for all sales and marketing activities. Through efficient synchronization routines, management and staff can access updated information throughout the day.

### Customer

**Anew Communications Technology, Inc.**

### Industry

Audio/Visual Equipment Distribution

### Location

Centennial, Colorado

### Number of Locations

Six

### Number of Employees

12

### System

**ACT! Premium**

*Note: Beginning with the 2011 version, ACT! by Sage is now called Sage ACT! and ACT! by Sage Premium is now called Sage ACT! Premium.*

## ACT! by Sage Premium—the Ideal Technology for Anew Communications Technology

As audio/visual equipment grows more complex, manufacturers rely on companies like Anew Communications Technology, Inc. to consult with dealers and system designers and demonstrate the power and functionality of their products. Anew Communications Technology is the exclusive manufacturers' representative in its territory for 3M, Samsung, Sony, and other industry leaders. To power its communications with customers, prospects, and vendors, Anew Communications Technology relies on ACT! Premium.

### Invest in a Scalable Solution

"I live in ACT! Premium—it's a foundational part of this business," says Nelson Brugh, president and CEO of Anew Communications Technology. "I started using ACT! by Sage back in 1999," recalls Brugh. "I was a sole proprietor then, and I used ACT! to store my business contacts and activities." As the business grew, Brugh hired representatives who travel the company's territory educating dealers on the products Anew Communications Technology represents. "I wanted them to have the same tool I was using, so our consultant recommended we upgrade to ACT! Premium," he says.

ACT! Premium is a powerful and scalable version of ACT!, designed for companies with larger sales teams like Anew Communications Technology. ACT! Premium provides a centralized database and delivers integration with Microsoft® Outlook®, enabling management to view and schedule activities for the representatives. The company's ACT! Certified Consultant\* performed the entire upgrade remotely, minimizing the cost.

### Communicate From Anywhere—Anytime

As representatives of Anew Communications Technology travel throughout their territories, it is essential that they have access to their customer and prospect data. ACT! Premium is installed on each representative's laptop computer, enabling them to review and maintain customer notes, schedule new appointments, and send email messages anywhere, anytime.

The ACT! consultant configured a synchronization environment where the laptops connect and synchronize with the main ACT! Premium database hourly. When Internet access is unavailable, the representatives can still be fully productive as their data resides on the laptop. The frequent synchronization ensures that the representatives' data remains current and that management has up-to-date details about each representative's activities.

"ACT! Premium is our single source of customer information," Brugh says. "We use it for email, scheduling, and tracking customer details. My staff enjoys the convenience of the Display Map feature in ACT! Premium—with one click, they can bring up a map of a customer's location, complete with driving directions."

### Fit Your Workflow

The company's ACT! consultant customized ACT! Premium, modifying the screen layouts and adding new data fields to track information unique to Anew Communications Technology. "Our consultant has been our go-to guy for years. He was a great help during our upgrade, and continues to show us new ways we can use the software," notes Brugh.

Brugh says ACT! Premium has become a vital tool in his organization. "The staff uses it extensively to store the details of their relationships, to schedule activities, and to pursue new opportunities," he says.

Staff appreciates the fast and easy queries that they can perform in ACT! Premium—to quickly locate all the Samsung dealers in a certain state, for example. "It helps us all be more efficient because we have the information so easily available," says Brugh.

ACT! Premium is also proving itself as a sales management tool. "I've written several custom reports to show me what's going on with the sales representatives," Brugh says. "For example, I wrote a sales report that details open Opportunities and when they're expected to close."

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– Nelson Brugh  
President and CEO  
Anew Communications Technology

### Target Your Communications

"We use the ID/Status field in ACT! Premium to distinguish between manufacturers and dealers. We use that distinction in combination with other attributes such as location to create mailing lists to reach a specific target group," explains Brugh. "The mail merge function is great. We create templates for a letter or an email message and personalize it with mail merge fields that fill in with the Contact's name, address, and other information to personalize the communication."

Anew Communications Technology uses email to communicate offers and industry news to its dealers. The company's ACT! consultant introduced Brugh to an add-on solution for ACT! Premium that makes creating and sending email marketing campaigns simple. With hundreds of available HTML templates, Anew Communications Technology can select one or more to use as-is or to customize to suit a specific need. "We use ACT! Premium all day long," concludes Brugh, "It's how we do business."

*\* Certified Consultants are third-party vendors. Sage and its affiliates are in no way liable or responsible for claims made related to the services provided by third-party vendors.*

### About Sage ACT!

Sage ACT! makes it easy for you to have meaningful conversations with customers by giving you an organized view of the people you do business with. Like the millions of individuals in small businesses and sales teams who use Sage ACT!, you'll always be prepared with recent emails, meeting notes, task reminders, and social media profiles, because all of these details live in one place. You can even use Sage ACT! like a sales and marketing assistant to get the right leads, send striking marketing campaigns, and track your overall performance. The bottom line, Sage ACT! takes care of the administrative stuff so you can focus on building long-lasting, profitable business relationships.

### About Sage North America

Sage North America is part of The Sage Group plc, a leading global supplier of business management software and services. Sage North America employs 4,000 people and supports 3.1 million small and mid-sized business customers. The Sage Group plc, formed in 1981, was floated on the London Stock Exchange in 1989 and now employs 13,100 people and supports 6.2 million customers worldwide.