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A SalesLogix CRM case study at Lloyd Sadd Insurance

By Michael Burns

Situation: Lloyd Sadd Insurance is an independent commercial insurance brokerage operating in Alberta for more than 70 years. The company specializes in insuring industry leaders in manufacturing, distribution, construction and high-tech sectors in Alberta.

With responsibility to their clients extending beyond the successful negotiation of insurance contracts, it offers professional errors and omissions insurance, directors and officers insurance, credit insurance, management consulting, disaster planning, contract analysis, claims management and loss control as well as other services to their clients.

About 15 employees at Lloyd Sadd had been using a contact management system for four to five years and achieved some success, but mostly on an individual basis with multiple databases, however, the contact management system became unstable and unreliable as the demands of the company grew.

By 2002, Lloyd Sadd wanted a customer relationship management (CRM) system that could be deployed enterprise-wide, available to more users and provide a single view of all communications with clients, prospects and third parties.

Lloyd Sadd selected another CRM system (not SalesLogix) in

May 2003, and tried to make it work without success. At that point they revisited their requirements, conducted more research, and contacted SalesLogix, who recommended they call Avante Solutions.

Avante did a needs analysis and recommended a solution based on their business requirements. The implementation began in the summer of 2003.

Solution: SalesLogix is part of the Best Software, Inc., family of business management products with over 1.7 million small and mid-sized customers in North America and through its parent company, The Sage Group plc., supports nearly three million customers worldwide.

Sage's revenues for 2003 were in excess of \$1.25 billion. SalesLogix is a sales-driven customer relationship management (CRM) solution with a history stemming from its ACT! heritage. SalesLogix has more than 4,600 customers worldwide with over 100 in Canada.

SalesLogix is only one of many products owned by Best. Other products include BusinessVision, MAS 90, MAS 200, MAS 500, Platinum for Windows, Timberline, BusinessWorks, Peachtree, Abra (Payroll/HR), FAS (Fixed Assets), ACT (Contact Management), Timeslips (Time & Billing), Carpe Diem (Time & Billing)

and Timesheet Professional.

On December 23, 2003, Sage announced their intention to acquire ACCPAC, which includes accounting and CRM. The acquisition must be great news to Best, especially in Canada, because of ACCPAC's high profile here.

There is a lot of overlap between some of Best's products and ACCPAC's products but it's too early to predict the future of these overlapped products.

Microsoft has a similar situation with overlapped products it acquired, and will merge them over the next few years into one system.

Perhaps Best will find a way to differentiate their products sufficiently to warrant maintaining and enhancing all of their acquired products.

SalesLogix is recognized by technology analysts as one of the leading CRM systems. For example, the Gartner Group positions SalesLogix in what they call their "Magic Quadrant."

To qualify for the Magic Quadrant, the vendor must have high completeness of Vision and Ability to Execute. Of the 18 CRM evaluated in April 2003, only SalesLogix, Pivotal and Onyx made the Magic Quadrant. Both Pivotal and Onyx are targeted to larger companies than SalesLogix.

Challenges: Lloyd Sadd is the intermediary between prospects,

commercial clients and insurance underwriters. It is important for Lloyd Sadd to track each prospect or client's communication not only by the prospect or client, but also by the underwriter (supplier). As well, there should be no duplication of information.

Thus, the SalesLogix system was customized so that multiple underwriters could be tracked by prospect or client, and all communications between Lloyd Sadd employee, prospect or client and the underwriter (the relationship triangle) would be logged in one place, easily visible from the employee, prospect or underwriter perspective.

Other challenges include integration with Lloyd Sadd's document management system. Lloyd Sadd has a paperless office and wants to only look in one place for documents.

Integration with their document management system is slated for future implementation. It would also be useful to integrate SalesLogix with their accounting system, which is used by a majority of the companies in their industry.

Costs and Benefits: The SalesLogix system has cost Lloyd Sadd about \$150,000 in software, services, customization and maintenance.

The customizations were fairly extensive and cost about 40 per cent of the investment. There

was also an additional cost to upgrade the computer infrastructure.

According to Lloyd Sadd controller Ryan Wardell, SalesLogix is stable and meeting the initial objectives.

In the past, Lloyd Sadd did not track all the opportunities passed to their underwriters. Now they track all of this information, and will be able to report on how much business they give to each underwriter as well as how many were "lost" to another.

This will put Lloyd Sadd in a much better position to negotiate with their underwriters and to make better market investment decisions.

Bottom Line: SalesLogix is a market leader especially in the small and mid-sized CRM marketplace.

Lloyd Sadd is happy with the product and their solution provider, Avante Solutions. And Lloyd Sadd has found a way to improve efficiencies within the relationship triangle.

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