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CASE STUDY



"GoldMine allows us to provide our customers with improved service since everybody in the office has visibility or others actions. Additionally it allows us to significantly increase the number of accounts handled by each sales person. GoldMine is the cornerstone of our business." -David Hudson, Director and General Manager

ActualIT

Success Story

Corporate Profile:

ActualIT Ltd. (www.actualit.com) specializes in network and application performance analysis software, working primarily with corporate customers. Located in Bourne End, UK, ActualIT was formed in 1997 by David Hudson and Nick Carus. ActualIT recently won the Network Application Software Product of the Year at Networks Telecom 98.

Business Need and GoldMine Solution:

In this fast-changing market place, ActualIT saw a need to make the best possible use of its sales and marketing resources. David Hudson was already familiar with the premise of contact management, having used ACT!, Maximizer, and OfficeTalk. However, since the main requirement for a sales and marketing automation package came from ActualIT's outside sales team, an effective solution for remote users was essential. After evaluating several, Hudson chose GoldMine 4.0, using the services of GoldMine Solutions Partner, CITYPRO International (www.citypro-international.com), London, UK. The new functionality afforded by GoldMine 4.0 fit precisely with ActualIT's business processes.

GoldMine 4.0 is now being used to support the key activities of ActualIT's sales, marketing, administration and support groups. "GoldMine 4.0 allows us to respond quickly to our customers and prospects. We have information about our accounts at our fingertips, whether we are in the office or out on the road," says ActualIT's Director and General Manager, David Hudson.

With the advanced synchronization capability of GoldSync 4.0, ActualIT knew they had found the right solution. Today ActualIT's sales representatives synchronize their GoldMine data on a daily basis allowing the whole organization to work as a dynamic team, sharing key contact data effectively. The regular synchronization from the sales team allows ActualIT's management to form a much clearer picture of which prospects are being contacted and how many sales are being closed. ActualIT then uses this vital sales information to improve their productivity and sales results, and to also provide valuable information for the marketing department.

The products and services that ActualIT sells are of high value and generally involve large numbers of decision-makers at the customer's site, which can result in a complex sale. GoldMine 4.0's Opportunity Manager allows members of ActualIT's sales team to run the sales process, from initial interest to order, as a project – creating order from chaos. GoldMine 4.0 makes it simple to define the tasks necessary to complete the sale — log details about contacts, influencers, team members, competitors, and issues connected to a given project — so that control is retained. Direct links to Microsoft Word also make it easy to create, store and retrieve documents, quotes and tenders associated with a given contact or project.

ActualIT's clients and suppliers are located around the world, meaning that communication can be difficult with activities being co-ordinated from different time zones. E-mail is the obvious way to fill this communication gap. Whenever anyone uses GoldMine 4.0 to send or receive e-mail through the Internet, the message is automatically linked to the contact's record. That information is then easily retrievable by any GoldMine 4.0 user within ActualIT. As a next step, ActualIT wants to take advantage of GoldMine 4.0's ability to capture hot leads from their Web site and turn those prospects into customers automatically.

CITYPRO International provided ActualIT with a complete solution of project management, advisory work, system configuration, installation, data transfer application support, and training. In all areas of their work, care was taken that the system being implemented would satisfy ActualIT's requirements. For example, the training courses were run using ActualIT's configuration of GoldMine 4.0 enabling the users to place their training in context.

Today, GoldMine plays a major role in ActualIT's business. Hudson explains, "GoldMine allows us to provide our customers with improved service since everybody in the office has visibility or others actions. Additionally it allows us to significantly increase the number of accounts handled by each sales person. GoldMine is the cornerstone of our business."

Highlights

Company:
ActualIT

Contact:

David Hudson
Director and General Manager

Mark Kruger
Manager of Technical Operations for
Financial Services

Anthony Codianni
Director of IT, Training and Dealer
Development, Marketing Services

Business Benefit:

"GoldMine 4.0 allows us to respond quickly to our customers and prospects. We have information about our accounts at our fingertips, whether we are in the office or out on the road."

Unique Use of GoldMine:

Solutions Partner:

CityPro International

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