



Company Profile

Headquarters

Denver, Colorado

Founded

1999

Website

www.viawest.com

Company Description

ViaWest is a Denver-based provider of managed hosting and colocation services.

Solution

Sugar Professional™

Solution Partner



ViaWest Delivers Standardized Efficiency to its Sales Team with Sugar Professional™

With twenty two data centers located across five states, ViaWest is one of the largest, privately held providers of managed hosting and colocation services in North America. Its emphasis on excellent customer service has gained it a customer base of over 1300 mid-sized businesses and enterprises. Some of its current customers include Chipotle, Frontier Airlines, Patron Spirits, and Samsonite.

As ViaWest expanded into a multi-million dollar company, it realized it had outgrown its existing sales automation system. Its existing, home-grown solution was supported by email and Excel spreadsheets. This resulted in segregated data and inconsistent customer service procedures. To maintain its high customer service standards and continue to grow its business, ViaWest realized its sales organization required a commercial CRM solution to scale with its growth.

Requirements

ViaWest required a flexible, dynamic CRM solution that could respond to a constantly shifting market. In addition to contact management and sales pipeline management features, it also required a highly customized quote creation and management solution. Another key consideration was the ease of integration with its existing order fulfillment systems to streamline order approval and eliminate duplicate data entry and errors.

ViaWest's new CRM solution had to be specifically customized for its business. However, ViaWest didn't want to spend resources building another costly in-house system. "We searched for a solution with the desired functionalities, but also with the option for customizations to take us to the last 10 percent," states Tyler Masters, Director of Application Development at ViaWest.

Solution: Sugar Professional

ViaWest evaluated several possible solutions, eventually narrowing its options to SugarCRM, salesforce.com and Microsoft Dynamics. Masters explains, "In the end, we found that Sugar Professional was the most flexible and cost-effective solution to support our business."

Together with Sugar's gold-level solutions partner Epicom, ViaWest was able to deploy its Sugar instance within just three months. Masters continues, "Epicom was instrumental during the phased-implementation process. We were able to transfer previous history, prospects and contract information while delivering a seamless transition for our sales team."

Epicom Adds Value Through Customization

ViaWest worked with Epicom to use Sugar's complete end-to-end integration with its quotes, billing, ticketing systems, and IOS web services. Epicom developed a comprehensive quote-to-cash systems integration that allows ViaWest to process orders and deliver related information to its customers from one central database.

Business Benefits

As a result, ViaWest has shortened its quote generation and sales process, order fulfillment process and gained earlier revenue recognition. Sales are now automatically converted to orders. This has reduced implementation time as well as errors and duplication of data. And, sales representatives can search previous order histories directly from within Sugar and build new quotes based on a customer's existing product inventory.

With its centralized control over the company product catalog and pricing, ViaWest has eliminated inefficient mixed messaging practices. Masters explains, "SugarCRM and our solutions partner Epicom helped us grow as

"Sugar has increased our ability to be more effective overall. It empowered us to scale and support our sales team as we grew from a small to a medium-sized company."

Tyler Masters
Direct or of Application Development
ViaWest

a business. We're able to standardize our quotes and contracts to deliver a consistent message to our customers. Because of that, we can now standardize our product catalogue and other processes, all conveniently from within Sugar."

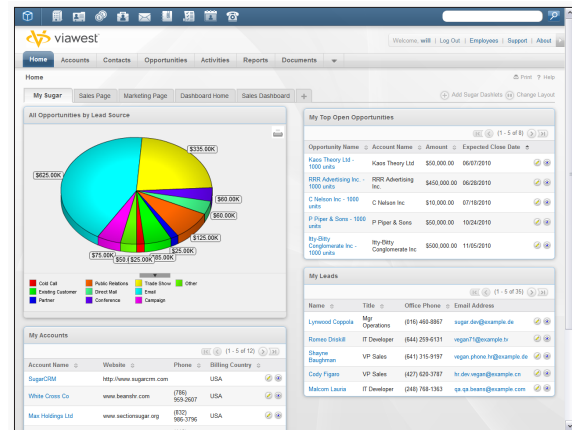
With its improved sales forecasting ability, automated product quotes and proposal generation, ViaWest has also gained a powerful web-based tool to manage its customer contact information and its sales pipeline. Masters concludes, "Using Sugar Professional has greatly improved our insight into our sales funnel to more effectively forecast additional revenue trends. It empowered us to scale and support our sales team as we grew from a small company to a medium-sized company."

About ViaWest

ViaWest is one of the largest privately held data center service providers in North America. It provides colocation, hosting, and managed services to businesses of all sizes nationwide. ViaWest owns and operates 22 enterprise-class data center facilities in Colorado, Texas, Oregon, Utah, and Nevada, delivering high-quality, flexible solutions designed to support customers' unique business needs. ViaWest customers include Frontier Airlines, Red Robin, Chipotle, and Northrop Grumman. For additional information on ViaWest, please visit www.viawest.com or call 1-877-448-9378.

About Epicom

Epicom is a proven business problem solver with extensive experience customizing, implementing, and supporting SugarCRM systems in diverse industries, for both domestic and international clients. Our customers range from tiny (five users and less than \$1 million in revenue) to huge (more than 38,000 employees and \$6.5 billion in annual revenue). Need



a trusted advisor with implementation and customization expertise and the ability to handle complex projects such as integrations with other applications? Come to Epicom. Need proof? Ask our clients.

For more information, visit www.epicom.com.

"SugarCRM and our solutions partner Epicom have helped us grow as a business. We're able to standardize our quotes and contracts to deliver a consistent message to our customers."

Tyler Masters
Director of Application Development
ViaWest