

Exacq Technologies Inc.

Exacq Technologies Inc. Unifies Operations
Via The Sugar Platform



exacq[®]
Technologies

Custom Integrations Include Microsoft Dynamics Accounting, ShoreTel VoIP, and Google Maps

Exacq Technologies, a leading developer of video management systems for security and surveillance, customized its Sugar solution to deliver improvements across the company's operations. Sugar has streamlined support case management, accelerated warranty look ups, and cut the time needed to resolve customer issues by 15 percent. RMA processing, can now be handled 10 to 15 percent more quickly and improved transparency in the sales pipeline enables sales reps to see opportunities and manage them more efficiently.

Business Challenges

Before Exacq Technologies senior IT Manager Jayson Senter joined the company, support case logs were kept in hardcopy notebooks and the sales team managed accounts with ACT! To improve operations, Exacq deployed SugarCRM's Community Edition in 2008, moving to Sugar Professional not long after. "When I arrived, most of the company was using Sugar," recalls Senter. "There was a custom module to track RMAs (return merchandise authorizations) and support used Sugar to log cases."

Sales, on the other hand, continued to use a combination of ACT! and Outlook. And, when there was sales data entered into Sugar, it was often inaccurate. "We wanted Sugar to be used by the entire organization so I needed to determine how far we could take it," Senter continues. "After three months, I'd done a couple of upgrades

and started cranking out customer modules that could support our entire business."

The Solution: Sugar Professional

Exacq gradually integrated all its systems with Sugar. "We basically turned Sugar into our centralized interface for everything," explains Senter. "And now it's actually mandated that our salespeople use Sugar. We use it to track opportunities and keep everyone in the loop. They can see all the financial data they need from Sugar."

Sugar tracks every security system that ships to a customer and matches it to quotes, orders, and invoices. Likewise via the Exacq portal, customers can follow the progress of their orders simply by providing a PO number and a zip code. Senter also wrote custom integrations connecting Sugar to Exacq's Microsoft Dynamics accounting application and its ShoreTel voice over IP (VoIP) phone system. "When a call comes in, a script reads the phone number, looks it up in Sugar, and generates a screen pop with a list of contacts," Senter continues. "Once a contact is selected it creates a support case."

Business Benefits

Most of Exacq Technologies' staff use Sugar and it has delivered improvements across the company's operations. Support case management has been streamlined; warranty look ups are significantly faster; and the

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Jayson Senter
Senior IT Developer
Exacq Technologies

phone system integration with Sugar has cut the time needed to resolve customer issues by 15 percent. Similar time savings have been gained in RMA processing, which can be handled 10 to 15 percent more quickly. Using Sugar has also increased transparency in the sales pipeline. “Now sales reps can immediately see opportunities and who is managing them,” comments Senter. “This is very important with national distributors because we can avoid duplicating effort.”

To further aid the sales team, Senter created a custom integration with Google Maps, which displays customers by region and ranks them by year-to-date revenue. “By combining financial data with locations via Google Maps, the reps can visualize their territories and how they’re performing much better than before,” Senter notes. “We also store all of our product pricing and discount data in Sugar,” adds Holden Hill, IT developer for Exacq Technologies. “Whenever you’re logged into Sugar, all of that information is available.”

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About Exacq Technologies

Exacq Technologies Inc., headquartered in Indianapolis, Indiana, is a leading developer of open architecture, video management system (VMS) solutions for security and surveillance applications. Our exacqVision VMS client-server solutions are scalable from a small single camera solution to large scale corporate or campus systems with thousands of cameras. Real-time and recorded video can be viewed, managed and configured from any location on the network. exacqVision VMS solutions are flexible and scale to meet stringent requirements of corporate, financial, state and federal institutions.



Company Profile

Headquarters:
Indianapolis, Indiana

Founded: 2002

Company Description:
Exacq Technologies Inc. is a leading developer of open architecture, video management system (VMS) solutions for security and surveillance applications.

Website:
exacq.com/index.html

Solution:
Sugar Professional

SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

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