



ACT!

CUSTOMER

The Washington Post

www.washpost.com

CORPORATE PROFILE

Headquarters

Washington, D.C.

Type of Business

Media, publishing

Number of Employees

3,000

Number of ACT! users

235

SYSTEM PROFILE

Software

ACT! for Windows

ACT! for Palm OS

Database Information

More than 70,000 contacts in seven ACT! databases. The largest database holds 20,100 contact records, and the smallest has 2,146 contact records.

The Washington Post Boosts Productivity with ACT!

The Washington Post's 235-person advertising sales staff uses ACT! to manage more than 70,000 customers and prospects. Mobile users will soon effortlessly synch their data with ACT! for Palm OS. They have achieved impressive productivity gains, all for a per-seat price that is well below sales force automation (SFA) tools designed for similar results.

The Washington Post is part of the newspaper division of The Washington Post Company whose principal operations include newspaper and magazine publishing, television broadcasting, cable television systems, electronic information services, test preparation and educational and career services. The newspaper's 2002 total average paid circulation for the Washington, D.C. metropolitan area was 778,416 daily and 1,058,458 Sunday.

Productivity Woes

A number of productivity, remote accessibility, reporting and data control issues were preventing The Post from measuring their sales objectives. Every day, some of their best reps were wasting

hours with archaic contact management systems that included business card collections, Word files and Excel spreadsheets. Remote users would carry their files with them to calls without any backup, and management had no way of tracking sales rep productivity and potential revenue. To make matters worse, when reps left the company, they would often take their contacts and the new rep would have to start from scratch.

"We needed a user-friendly system that could capture all our contact data, store it securely on a central server and provide reports on our progress toward revenue quotas," said Dean Felten, advertising infrastructure project manager (and certified in-house ACT! consultant) at The Washington Post.

An Invaluable Tool

The Washington Post gravitated toward ACT! for a variety of reasons, but one really sealed the deal – value. "I reviewed the product and I could see tremendous value in it, and I'm not even in sales," said Felten. "I knew we were going to

CHALLENGE

The Washington Post needed a system that could capture all their critical customer data, store it securely on a central server, and provide management reporting.

SOLUTION

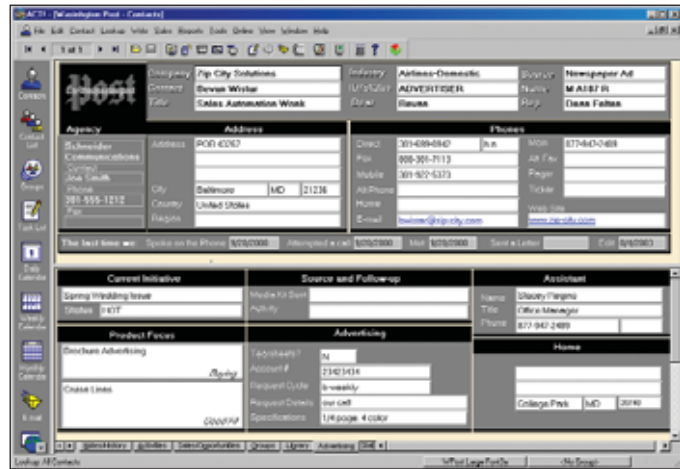
ACT! allows for centralized data and the easy sharing of information. The reporting capabilities exceed management expectations and outside reps are excited about mobile access to data.

RESULTS

A cost-effective solution that provides powerful insight to management, a dynamic tool for sales and the knowledge transfer they needed.

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*Dean Felten
Advertising Infrastructure
Project Manager
The Washington Post*



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ACT! Certified Consultant Zip City created an all-in-one proposal that included implementation, customization, training and support. "It met all of our needs," said Felten. "The ACT! database keeps all our records secure and centralized. When an employee leaves, the data is retained and you can easily give it to someone else. And, the reporting capabilities go beyond what our management expected."

Easy Mobile Access

The Post's mobile users will soon synch up their PDAs with ACT! for Palm OS. "Originally we were just using the basic synch program, ACT! Link for Palm," said

Felten. "I didn't realize that there was such a huge difference between that and ACT! for Palm OS until I went to an ACT! user conference."

ACT! for Palm OS is a complete contact management application that runs on the Palm and also synchs up with your desktop ACT!.

Reporting Features Add Quality to Management Life

"Management got very excited when we showed them the kinds of reports they can generate with ACT!," said Felten. "They could see how much easier their lives were going to become." The Post management taps into monthly usage reports to find out who is using ACT!, how and why. "The bottom line is always revenue quotas, so ACT! can really help them get a firm grasp of exactly where they stand in relation to their goals," said Felten.



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