



## Get the Word Out on Stonefield Query for ACT!

### **Charles Tombras Advertising**

Charles Tombras Advertising is an integrated marketing and advertising firm headquartered in Knoxville, Tennessee. They have provided creative advertising, marketing, public relations, and interactive brand planning services to clients around the world since 1946.

Valerie Fields is the Director of Trade Advertising. Valerie's division is in charge of negotiating the best value for their clients' advertising dollars. In 2007, Charles Tombras Advertising decided to upgrade from GoldMine to ACT! Valerie was one of the decision makers that brought Stonefield Query for ACT! on board.

### **The Charles Tombras Advertising Problem**

Charles Tombras Advertising required very specialized reports from their ACT! database. When a client contracts their services to negotiate for media space, they need to provide detailed reporting on inventory and media value that is being obtained in exchange for this inventory. Prior to upgrading to ACT!, they manually documented information and created reports. This process was a very repetitive task that took several hours to complete and was prone to mistakes.

Once the conversion to ACT! was complete, Valerie began to design the quote sheets and report templates her department required. She found that ACT! had limited reporting abilities and was not able to produce reports or quotes with all of the information they required. She attempted to create new fields but the information would still remain locked in ACT!. Valerie needed an easy-to-use report writer that could access all of the data in ACT! and be able to create complex reports for clients and media sources.

### **The Stonefield Solution**

Keith Messe is a certified ACT! consultant with The Prestige Group.

**Keith Messe**

After discussing with Valerie the trouble she was having creating reports in ACT!, he recommended Stonefield Query for ACT! as the data mining and report-writing solution.

After looking at the capabilities of Stonefield Query, Valerie was confident that she found the report-writing solution she needed.

"When I looked at the complexity of the information they needed to get out of ACT!, I knew that Stonefield Query for ACT! would be a perfect match," said Keith. "Stonefield Query for ACT! is the only solution that gives them exactly what they need and has the ability to deliver the detail and quality of reports that you would expect from a professional ad agency."

Valerie worked with Stonefield to create the more complicated reports. In less than a week she learned how to navigate the program and was confident she could use Stonefield Query on her own.

### **The Result**

Stonefield Query for ACT! has simplified Valerie's job. She now has access to all the information in ACT! and can automatically generate a report by utilizing this information. This results in less chance of human error and documents are more accurate. She has the ability to create a quote or produce a detailed report in a matter of minutes instead of hours. Stonefield Query allows Valerie to focus on business building activities instead of repetitive tasks.

Charles Tombras Advertising has used Stonefield Query for ACT! since June 2007, and have recently upgraded to the latest version of the software.

"I am extremely satisfied with Stonefield Software," said Valerie. "They have developed a product that delivers exactly what you need, reduces errors, and saves valuable time."