



Stonefield Query Offers a New Design to GoldMine

Company Name

Gillespie Graphics

Established

1921

City

Wilsonville, OR USA

Website

www.gillespie-graphics.com

Contact

Ed Ross

Title

Operations Manager

Industry

Graphic Design

Query Version

Stonefield Query for GoldMine

End Users

2

Dealer

Gateway Solutions Inc

City

Portland, OR USA

Website

www.gatewayolutionsinc.com

Contact

Larry Betz

Notable Quotes

"If I were teaching someone who did not have an IT or programming background how to create reports against any data source, Stonefield Query would be my preferred program."

Ed Ross

Gillespie Graphics in the Spotlight

Gillespie Graphics is a custom screen printer offering large-scale graphics to fleet, transit, original equipment manufacturers, and retail industries. Located in Wilsonville, Oregon, they have been providing original designs and high quality graphics nationwide since 1921.

Director of Operations Ed Ross has an extensive IT background, including several years of experience using data mining and reporting tools. Ed was the IT manager and part of the decision making team that brought GoldMine on board.

The Gillespie Graphics Problem

After the conversion to GoldMine was complete, Ed began the process of designing and customizing reports for sales people and management. He quickly discovered the report writer in GoldMine to be very unintuitive. Ed attempted to customize a GoldMine sales report but was unable to make it meet his needs. He also found it very difficult to use the mail merge feature to create simple projects like mailing labels.

Information seemed to be elusive and locked up in GoldMine. Gillespie Graphics had no way of viewing their sales, call activities, and pipeline management. As result, they had no way of knowing where they were in the sales process with customers or prospects. Ed needed to find a better way to report on the sales activities by all GoldMine users. He also needed a program that would allow him to quickly and easily create reports from a simple mail merge to detailed sales forecasts.

The Stonefield Solution

Larry Betz is a certified GoldMine Consultant and owner of Gateway Solutions Inc. Larry discussed with Ed the issues he was having with GoldMine and the information he needed to access. In order for Ed to be able to utilize the full capabilities of GoldMine, they needed to do a reimplementaion of a few key features.

They decided on Stonefield Query for GoldMine as the data mining and report writing solution because of its flexibility, versatility, and ease of use.

Before Gillespie Graphics decided to purchase Stonefield Query for GoldMine, Ed attended a free online webinar and downloaded the free thirty-day trial version of the program. "When I first heard about Stonefield Query for GoldMine, I admit I was a little skeptical. I thought it was going to be pretty basic, not really allowing me to deliver the kind of reports that I am used to," said Ross. "Once I started using the program, I discovered that it is a very powerful tool that is easy to use and easy to learn."

The Result

For Gillespie Graphics, Stonefield Query for GoldMine has significantly improved GoldMine's reporting abilities. Ed has been able to quickly and easily create reports such as mail merges or detailed sales forecasts. He has also found a few additional features that he really enjoys using. Ed can now schedule any report for automatic delivery to sales people and management and he can export data from GoldMine and utilize that information in other applications.

Ed has integrated their pipeline management so that on a weekly basis they can review the status of customers at each stage of the pipeline. They can view daily sales activities and sales call results. This allows them to plan and schedule future call activities and set sales targets. Overall Stonefield Query for GoldMine has made the Gillespie Graphics sales team more effective.

Gillespie Graphics has used Stonefield Query for GoldMine since November 2005. They have recently upgraded to the latest version.

"With Ed's technical background Stonefield Query for GoldMine has served a dual functionality," commented Betz. "He has full access to all of the information in GoldMine, and with the ability to export data, he can utilize the information in a variety of applications now or in the future."