



Stonefield Query Improves the Flow of SalesLogix

Company Name

Lawrence Pumps Inc.

Established

1933

City

Lawrence, MA USA

Website

www.lawrencepumps.com

Contact

Brian Smith

Title

SalesLogix Administrator

Industry

Manufacturing

Query Version

Stonefield Query for SalesLogix

Dealer

Compulan Software

City

Andover, MA USA

Website

www.compulan.com

Contact

Mark Engelberg

Notable Quotes

"Stonefield Query for SalesLogix has really evolved since we started using it in 2004. With every upgrade the new features have expanded the capabilities of the program and made it easier to use."

Brian Smith

Lawrence Pumps in the Spotlight

Lawrence Pumps is an engineered pump manufacturer located in Lawrence, MA. For over seventy years, they have produced engineered centrifugal pumps for critical industrial services. They have clients in a variety of industries worldwide.

Brian Smith is the SalesLogix Administrator with Lawrence Pumps. In 2004, Brian and the Sales Manager were the decision makers responsible for recognizing the need for a new CRM, upgrading to SalesLogix, and incorporating Stonefield Query as the report writer.

The Lawrence Pumps Problem

The first step Lawrence Pumps took when they began their search for a new CRM was to examine how they wanted to use the new system. After analyzing their needs, they determined that they required a system that was easily customizable and would allow them to manage their sales pipeline, plan marketing activities, and set up user-based security.

After looking at the capabilities of a variety of different applications, they selected SalesLogix as the CRM solution. SalesLogix had the sales, marketing and security features Lawrence Pumps was looking for.

After they purchased the software, Brian attempted build a customized report but not knowing Crystal Reports he found it very difficult to create reports. Brian looked at the pre-defined reports in SalesLogix and discovered none of them would meet his needs.

The reporting tools were a big concern for Lawrence Pumps. They needed an easy-to-use reporting solution that would allow them to create sales reports for distribution to all employees even if they are not using SalesLogix.

"We have an IT department but we do not have someone available with the advanced technical knowledge required to be able to work with Crystal Reports," said Brian. "We need a simple reporting solution."

The Stonefield Solution

Mark Engelberg is a certified SalesLogix consultant with Compulan Software. After Mark discussed the problems Brian had with Crystal Reports and the types of reports he was attempting to create, Mark recommended Stonefield Query for SalesLogix as the data mining and report writing solution.

Before Lawrence Pumps purchased Stonefield Query for SalesLogix, they downloaded the free thirty-day trial version of the software. Once they purchased Stonefield Query, they scheduled an online webinar to become more familiar with the software.

The Result

It did not take Brian long to learn the basics of Stonefield Query. He created a variety of easy-to-read sales and marketing reports that are distributed to employees that do not normally have access to SalesLogix. These reports help manage sales activities and plan for upcoming opportunities.

Lawrence Pumps Inc. has used Stonefield Query for SalesLogix since May 2004. They recently upgraded to the latest version of the software.

"Stonefield Query for SalesLogix has really evolved since we started using it in 2004," said Smith. "With every upgrade the new features have expanded the capabilities of the program and made it easier to use."