

CUSTOMER SUCCESS STORY

CUSTOMER

Octane Fitness

INDUSTRY

Specialty Fitness

LOCATION

Brooklyn Park, MN

Number of Locations

One

Number of Employees

100+

SYSTEM

Sage SalesLogix CRM

Sage MAS 500 ERP

Argenta Systems Helps Fuel Success For Octane Fitness

As the only fitness manufacturer in the world dedicated exclusively to elliptical exercise machines, Octane Fitness quickly has become an established leader in this highly competitive industry. Its products, distributed to health clubs and individual consumers, have won numerous awards, including Health Magazine’s Best of Health Award. The company has sustained a steep growth track throughout its history, and relies on Sage SalesLogix and Argenta Systems to ensure its sales and support operations remain in top condition.



Savitt, Director of Operations at Octane Fitness. To implement the CRM solution, Octane Fitness engaged Argenta Systems, a highly-regarded local Sage SalesLogix business partner.

Argenta Systems reviewed the company’s business processes, identified areas of the software that could be customized to enhance usability, and rolled out a comprehensive CRM solution that included sales, marketing, and support components.

Stepping Up

Octane Fitness was in the process of selecting a new accounting software solution, and key to the decision was finding an integrated customer relationship management (CRM) solution. With the help of independent software consultant David Weninger, Octane Fitness narrowed the selection down to Sage SalesLogix and Sage MAS 500 ERP. “We looked at Microsoft CRM and Microsoft Dynamics GP, but Sage SalesLogix is truly the best of breed CRM solution, and it makes an ideal companion to Sage MAS 500,” says Scott

Raising Quality

The integration between Sage SalesLogix and the company’s ERP software brings greater efficiency to the company by

CHALLENGE

Octane Fitness sought an integrated CRM and ERP solution capable of meeting the fast-growing company’s front and back office requirements.

SOLUTION

Sage SalesLogix and Sage MAS 500 were selected for their power, architecture, integration, and scalability. Argenta Systems was selected as the best partner to implement the CRM solution.

RESULTS

Service and product quality has improved. Integration between ERP and CRM has eliminated the need for 3 additional hires to keep pace. Sales projections are accurate and easily generated.

“Sage SalesLogix allows us to do more with less. We’re leaner and more efficient as a direct result of the tools the software provides.”

reducing duplicate data entry. The staff works entirely from within Sage SalesLogix with access to the accounting data they need as they communicate with customers.

The Customer Service and Support components of Sage SalesLogix are an ideal tool for recording and monitoring customer service calls and for tracking customer reports of problems with the products. “We now have the information that gets us working on the right stuff sooner,” says Savitt. “We can better pinpoint where a problem originates — this helps us to solve the problem more quickly. Our reputation is everything, and excellent customer service is part of our reputation.”

A service ticket is created in Sage SalesLogix for every incoming support call. The staff utilizes a speed search function to query the knowledge database of standard problems and resolutions and the library of service bulletins—often resolving the support issue during the first call. “Our customers expect and deserve clear and consistent communication about their technical support issues. Sage SalesLogix helps us deliver on those expectations,” says Savitt.

On The Go

Argenta Systems is currently helping Octane Fitness deploy the Sage SalesLogix Mobile component on BlackBerry handheld devices. “Our sales staff travels, and it’s just not feasible to carry a laptop into a customers’ retail environment—but it’s simple enough to bring a BlackBerry along,” Savitt notes.

Information for the Fiscally Fit

Octane Fitness gathers sales projections from its distributors, factors in prior sales history data available within its Sage MAS 500 ERP software, and imports this data as Opportunities within Sage SalesLogix. The sales staff then pursues these opportunities, helping turn sales projections into realities. Before Sage SalesLogix, Savitt says, forecasting was unpredictable, burdensome, and largely inaccurate. “We’ve automated many of the tasks our salespeople used to perform manually,” he says. “As a result they have several hours more time for value-added, rather than administrative, work.”

In the first year alone the efficiencies delivered by the software eliminated the need for up to three additional hires. “Sage SalesLogix allows us to do more with less. We’re leaner and more efficient as a direct result of the tools the software provides,” Savitt says. “We spend less time looking for information, less time entering the information, and less time analyzing it.”

Strong Partner

Argenta Systems performed an initial round of customizations to configure the solution to work the way Octane Fitness needed it to. Now, thanks to training from Argenta Systems, the company uses the Architect component to implement many of its own changes, including adding new fields to the database. “We continue to rely on Argenta Systems for our support and overall product management. We’re convinced we made the right decision by choosing Argenta Systems and Sage SalesLogix,” Savitt concludes.

Argenta Systems, Inc. is a leader in the implementation of top-rated Customer Relationship Management (CRM) solutions for the mid-market, including Sage SalesLogix and SageCRM. Incorporated in 1994, we focus exclusively on CRM—providing a combination of best-in-class products coupled with a full range of implementation services, leading to successful solutions that deliver high rates of return. For more information contact us at info@argentasystems.com or visit our website at www.argentasystems.com.



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