



## Communications Solutions Provider Gets the Call

*“Connectis Group’s team demonstrated a thorough, professional and experienced approach to managing our project. I felt that Connectis had a genuinely vested interest in our success.”— Rito Salamone, President, RSI*



### Resource Software International (RSI) . . .

founded in 1990, develops, manufactures and distributes a complete line of communications management solutions (CMS). RSI has experienced steady growth over the last several years with an impressive client roster including Siemens, Delphi Solutions Corp., Samsung and Westmont Hospitality Group.

### The Solution

After reviewing several CRM Systems, RSI chose Best Software Inc.’s SalesLogix Advanced CRM with 26 user licenses and maintenance plan. The company went with SalesLogix to leverage its flexible, industrial strength, SQL fully relational database structure, user friendliness, as well as its ability to be customized and incorporated into existing networks and business applications.

### The Challenge

As a mid-size software development company in sales and support of the telecommunications industry, RSI was using a networked version of ACT! Contact Manager for years to manage over 27,000 contact records. As the business grew, the contact management software couldn’t keep pace with the company’s needs. RSI required a more robust and flexible CRM system that could accommodate its customized customer records, business activities, support a team of over 20 people and be integrated into the company’s existing network.

RSI also engaged Connectis’ Professional Service Group to install and integrate the application, train staff members on its use and migrate the 27,000 records from the older ACT! Content Manager application.

SalesLogix provides company departments with detailed and accurate client knowledge and historical data. Customer service can make quick and informed responses to client orders, inquiries and issues. Marketing and sales departments can effectively administer campaigns and business activities with SalesLogix’ scheduling,

#### CASE SUMMARY

**Company:** Resource Software International, Oshawa

**Industry:** Telecommunications

**Application:** Customer Relationship Management

**Challenge:** Implement a robust and flexible CRM system to replace dated software and accommodate over 20,000 customized records without interrupting daily business activities.

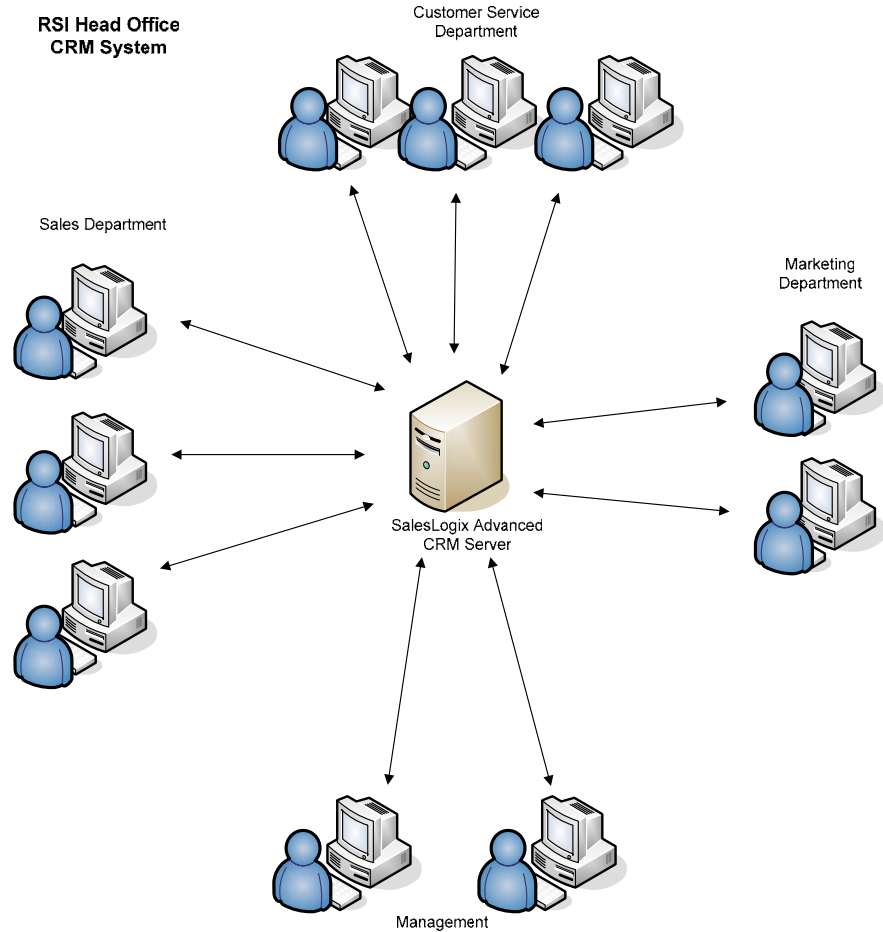
**Solution:** SalesLogix Advanced CRM

**Results:** The implementation of the SalesLogix CRM system has helped RSI maintain high standards in the support and management of their customer relationships.

communications, task, forecasting and opportunity management features.

### The Results

From a central location in RSI's company network, the company's customer service, marketing and sales teams are able to manage and carry on client relationships, activities, and processes while sharing relevant information between departments. Management at RSI is able to monitor departments and ensure customers are receiving services reflective of the company's standards. Today, the ongoing success of RSI relies on its teams to manage and service their business relationships well and the SalesLogix CRM system has proven to be an integral part of those efforts.



Capture | Process | Deliver

ABOUT CONNECTIS

Our expertise is in Business Process Automation (BPA) solutions for business: providing consulting services, IT, software deployment, and project management services focused on lowering organizational Total Cost of Ownership (TCO). Connectis delivers a measurable Return on Investment (ROI) by integrating your ERP, CRM, the web, desktop,



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