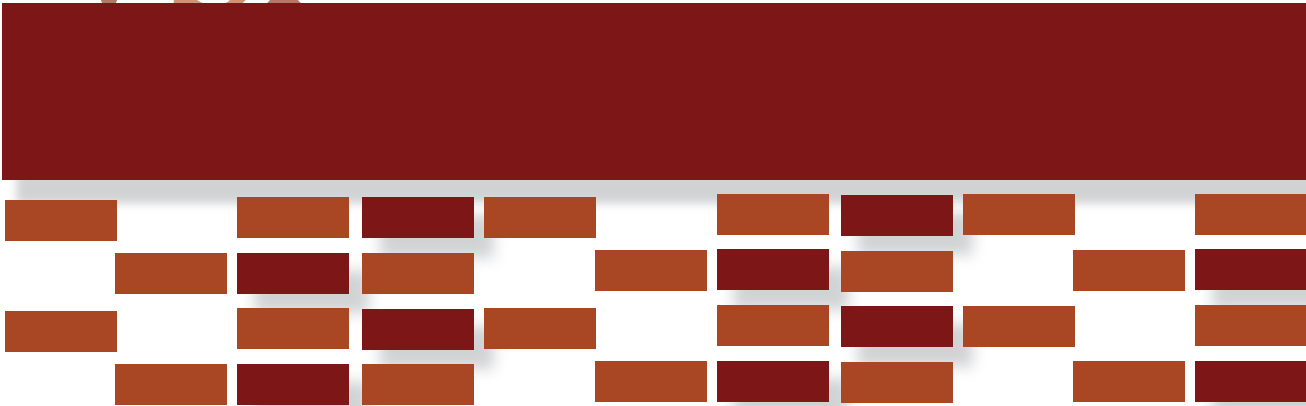


Case Study – DPSciences Uses PowerHelp to Triple Manufacturer Maintenance Revenues

Vsi



POWERHELP

DRIVE SALES • RETAIN CUSTOMERS • MANAGE SERVICE

DPSciences Uses PowerHelp to Triple Manufacturer Maintenance Revenues

Reselling computer products is a tough business with razor-slim margins and endless competition. DPSciences Corp. (DPS), a Cincinnati, OH-based value-added reseller, found that better managing its manufacturer maintenance program provided a competitive edge. And its use of Vertical Solutions, Inc.'s (VSI) PowerHelp software has helped it more than triple its top-line revenue in this market.

DPS specializes in building, deploying, and supporting network and communications solutions from major manufacturers. Its customers include many companies within the Fortune 500, a lucrative but price-savvy market. Seeking new ways to connect with its customers and build extended relationships, DPS reviewed its "pass-through", or manufacturer maintenance program. This service enables DPS customers to purchase maintenance on critical components directly from DPS, including same-day/next-day repairs and break-fix service. While the DPS sales team actively sold the maintenance service, the company realized it was leaving money on the table by not better managing the renewal process. "We realized there was a huge opportunity by following up with customers to renew," says Tim Shelton, Treasurer, DPS.

DPS hired a team to pull information out of company databases and develop spreadsheets that would help it get a handle on the process. While renewals rose, along with revenues and profits, the company realized it needed a sophisticated software application to capture the true potential.

"We needed an application that would get us off of spreadsheets, and give us true visibility into our customers," says Shelton. DPS reviewed packages from many CRM vendors, but also received a reminder from its internal IT team about a package already in place. "We were using call-center management software from Vertical Solutions, and found that the company had launched a full cycle CRM application," says Shelton, referring to VSI's PowerHelp. "We looked at it and were really impressed. We realized that with PowerHelp, we could not only manage our sales funnel, but we also could manage our customer contracts."

VSI develops PowerHelp, a suite of customer-experience management software solutions. These robust, modular applications offer in-depth functionality for customer support, field service, sales and marketing automation, and mobile environments. Companies in a variety of industries and throughout the world use PowerHelp to improve service response and resolution times, reduce the costs of delivering service, capture actionable customer data, seamlessly integrate with external partners, and broaden their portfolio of service offerings.

DPS purchased PowerHelp in 2003, worked with VSI technicians to architect the workflow to meet DPS's contract management needs, and went live within three months. The speed to deploy was one of the benefits for DPS over other CRM applications. "We had the application up and running within months, when we knew that would not be the case with software from other developers," says Shelton.

About PowerHelp®

By developing technology based on two decades worth of experience in field service and support, VSI's PowerHelp, with its unified architectural design, provides a "closed loop" process that leverages and consolidates critical sales, contact center, and field service information across the enterprise. An integrated mobile solution extends the competitive advantage to the field with quick, efficient, and timely information that enhances the customer experience. PowerHelp customers include ABB, GBC Division of ACCO Brands, Rubbermaid, and Mitsubishi.

About Vertical Solutions

VSI develops, implements, and supports its award-winning PowerHelp suite of customer-experience management software solutions. PowerHelp is a robust, modular application that offers in-depth functionality for Customer Support, Field Service, Sales and Marketing Automation, and Mobile environments. Companies in a variety of industries and throughout the world use PowerHelp to improve service response and resolution times, reduce the costs of delivering service, capture actionable customer data, seamlessly integrate with external partners, and broaden their portfolio of service offerings. PowerHelp is flexible, integrates easily with legacy systems, and offers one of the industry's fastest deployment times, all of which contribute to its low total cost of ownership and high return on investment. The company's customer list is 100-percent referenceable, and includes General Binding Corp., Reynolds and Reynolds, ABB Automation, and A. O. Smith Water Products Co. VSI is headquartered in Cincinnati, OH, with offices and partners worldwide. Fast ... Powerful ... Guaranteed. For more information, visit www.PowerhelpCRM.com or call 1.800.466.0238.

Vertical Solutions, Inc.
1.800.466.0238
www.PowerHelpCRM.com

