FAYE

PARAMOUNT PACKS PUNCH WITH FAYE

PARAMOUNT GLOBAL

Some eat steak.
We eat software.

WE EAT
SOFTWARE

WHEN PARAMOUNT GLOBAL SERVICES NEEDED A CRM, THEY TURNED TO FAYE.

Paramount, a packaging and freight forwarding specialist, knew it needed to implement a system that would grow sales and improve sales management.

Through standardizing sales processes and increasing visibility in the sales pipeline, Paramount's Sugar solution more than doubled new business growth in the first quarter after implementation above any previous quarter. It also shortened the sales cycle by 10 percent.

CHALLENGES

"I REALIZED PARAMOUNT HAD A MASSIVE CUSTOMER BASE, MANY OF WHOM WE KNEW LITTLE ABOUT," RECALLED MCANLIS.

"There was a significant amount of tribal knowledge about our customers, but no central repository, no visible sales pipeline or sales process, and really no sales management. It was a hodgepodge of Excel spreadsheets."

Paramount needed to develop a sales process and a visible pipeline, and for that, a CRM solution was essential.

SOLUTIONS

Paramount evaluated several CRM solutions, and one essential requirement emerged early on. Any solution that Paramount might consider had to integrate with Sage 100, the company's primary operations system. SugarCRM met that requirement and two others: ease of implementation and affordability.

After choosing Sugar, Paramount engaged Faye to help design the solution and deploy it. Paramount selected a lead team with one representative each from outside sales, inside sales and marketing, and customer service to test the system. When that effort proved successful, the company deployed a basic, out-of-the-box implementation of Sugar, gradually brought in more users, and developed its sales process.

"Faye was integral throughout the entire implementation, including the training we did for the lead team and the quarterly training we continue to do," McAnlis explained.

> ## "THEY'VE BEEN A TERRIFIC PARTNER TO WORK WITH. WE HAVE A SIMILAR APPROACH TO BUSINESS AND SIMILAR VALUES. THEY'VE BEEN FANTASTIC."

The early implementation focused on winning new business via increased pipeline visibility and better opportunity management and getting the tribal knowledge of the customer service team into Sugar.

"We were up and running with Sugar in 30 days. Over the next several months, I developed the analytic and metric tools that are now invaluable," McAnlis added.

LASTING RESULTS

Increasing new business was the number one priority for McAnlis when the Sugar project began. And with Sugar deployed, Paramount acquired more than double the new business in the first quarter after implementation than it had in any previous quarter while reducing its sales cycle by ten percent.

"SUGAR AND OUR PARTNERSHIP WITH FAYE HAS BEEN A SIGNIFICANT SUCCESS," NOTED MCANLIS.

"It's improved our ability to manage the sales pipeline, create sales metrics, effectively analyze those metrics, and ultimately gain new business."

With the process improvements that shortened the sales cycle, deals close more quickly, accelerating revenue recognition and improving cash flow.

"There will always be a certain percentage of opportunities that take a long time," McAnlis observed. "But Sugar helps us pinpoint the business that we want—business that has a high probability for us to close—and determine quickly when it's not so we can close it out as lost much faster."

As Paramount uses Sugar regularly, Faye is working to improve the company's business processes via integration with Sugar. For example, the integration of Sugar with Sage 100 achieved a third milestone for Paramount.

"With Sugar, right out of the box, you have a tool that's easy to learn and to implement, which for a small business is very important," McAnlis concluded. "And I would absolutely recommend Faye. Without their help, guidance, and mentoring, none of what we've done in Sugar, and none of the successes that we've had because of it, would have been possible."

FAYE

At Faye, we love software. We eat it, breathe it, and build it. Our mission is to make the best software in the world even better by helping clients lead the way with software strategy, deployments, integrations and technical support.

With us is better than without us. As an Inc. 5000 award winner 7 years in a row, we help mid-market and enterprise clients globally achieve up to 10x productivity returns by leveraging the hidden potential within Zendesk, SugarCRM, Salesforce, HubSpot, and more.

There is no ceiling to what we can achieve with a lot of caffeine and an uncompromising commitment to make software better. We are intensely passionate about eating your software complexity and challenges, so that you don't have to.

Our flagship offering, AXIA by Faye™ bundles our IP, capabilities and pre-built software enhancements into one monthly or annual subscription. The result - A partnership that drives lasting value and optimization even as you grow.

818-280-4820
Fayedigital.com

WE EAT SOFTWARE