



Company Name
Twin Systems plc

Industry
Business Availability

Web site
www.twinsystems.com

Solutions Partner
Name: Nickelodeon Computing Services
URL: www.enickelodeon.com

- Solution**
- GoldMine
 - HEAT
 - GoldMine Everywhere
 - GoldMine Thin Client

- Business Benefits**
- Customer profiling for targeted marketing
 - Centralised customer information
 - Seamless IT service support
 - Integrated customer support

GoldMine and HEAT - the key to Twin Systems' success

SUPPORTING THE SUPPORT EXPERTS

Twin Systems plc, a user of both GoldMine and HEAT, is an exacting but satisfied customer of FrontRange Solutions and its certified solutions partner Nickelodeon Computing Services.

There's nothing more daunting than providing support for a company in the support business itself, and Nickelodeon has pulled it off. IT support specialist Twin Systems has been happy with the relationship for four years, and has no plans to change in the foreseeable future.

Twin Systems uses both GoldMine and HEAT in different parts of its business. Director Steve Songaila says, "GoldMine helps us make our customer contacts as effective as possible, both from the customer's viewpoint and from ours. HEAT, in the meantime, provides us with a robust, reliable platform for the provision of remote help desk services, allowing us to offer customers detailed incident information – in real-time, if they want it."

IDENTIFYING BUSINESS REQUIREMENTS

Already a provider of help desk services and network installation, in 1993 Twin Systems diversified into a third area, launching Relocom, a joint venture offering outsourced IT relocation.

It was the creation of Relocom that triggered a search for a new customer management system. "Reviewing the organisation as a whole, we realised that all our operations were looking at essentially the same group of customers – mostly large corporates," explains Steve Songaila. "Given the advent of intelligent buildings, and the commoditisation of IT, the IT manager could well be in charge of building-related systems, or the facilities manager in charge of IT. In short, it was increasingly likely that the same individual would be responsible for purchasing both IT and other services, such as relocation." It was essential, therefore, that different parts of Twin Systems should know about any contacts previously made with a given customer or prospect.

But with the company's existing systems, that pooling of customer information was not easy to achieve. A variety of customer databases and contact management packages were in use, but they didn't talk to each other. Nor could any one of them scale up to meet the needs of the entire company.

PURCHASING IT FOR THE FUTURE

In 1997, Twin Systems therefore began to look for a total customer management system – one that was robust and scaleable enough to grow with the business, and flexible enough to meet the needs of the various operations without extensive bespoke code. The system also had to provide data synchronisation: there would be databases at multiple locations, as well as laptop users on the road wanting to work offline. And it needed to be a system with both a past and a future – Twin Systems was looking for a solution with a convincing track record and bright future.

Twin Systems evaluated many solutions before making the final investment. "GoldMine won every time on functionality, and also on its ability to scale – you can add new users very quickly and easily. It had the robustness we need and can be customised without excessive cost," commented Steve Songaila.

The clincher however was the quality of support on offer from Nickelodeon. As a professional support provider itself, Twin Systems must be viewed as a connoisseur of support services. So it's a real compliment when Steve Songaila says, "Nickelodeon have very high levels of technical skill, plus they've worked hard from the outset to make sure they thoroughly understand our business."

COMPANY WIDE SOLUTION

Twin Systems implemented GoldMine across its entire operation. The initial focus was on sales and telemarketing, and has been adapted to support outbound marketing, for example to facilitate email shots that



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*Steve Songaila, Director
Twin Systems plc*

selectively target a particular group of customers. GoldMine also enables Twin Systems to personalise customer interactions to an individual level.

Twin Systems now has 50 GoldMine users in its three major businesses, and synchronises its customer information across half a dozen sites. Remote access to the central database is provided by GoldMine Everywhere and GoldMine Thin Client.

For Steve Songaila, FrontRange has fulfilled its promise: "GoldMine has given us what we were looking for, a unified way of dealing with customers. As a result we've become very successful at cross-selling." Feedback from customers, too, has been overwhelmingly positive. "From comments at our regular service reviews with customers, we know that GoldMine helps us create an excellent impression."

Nickelodeon played an important roll in the success, conducting regular service reviews with Twin Systems. It has also provided consultancy services – not just on the product, but also business advice on ways to improve marketing and telemarketing using GoldMine.

OUTSOURCED HELP DESK

In 1999, Twin Systems diversified into the provision of centralised help desk services to complement its existing product offering, outsourced help desks on customer sites. To enable this new service, it needed a comprehensive and flexible help desk system for central use.

From its experience of running customers' own help desk systems the company had extensive knowledge of this software market, but nonetheless systematically evaluated several leading products before choosing FrontRange's HEAT. "We could see that HEAT was a robust product, quick to implement and cost-effective: one that would deliver better return on our investment," said Steve Songaila.

CUSTOMISED IT SUPPORT

The company has found that HEAT gives the tools to manage customer incidents smoothly, instantly providing technicians with the accurate incident history and background details needed to get to work on a problem. HEAT also allows Twin Systems to provide customers with detailed monthly reports of turnaround times, fault rates and incident status – something that it couldn't easily do before.

Customers too, have an immediate route to information. By installing HEAT on their own systems, clients can access their incident data in real-time from their own desks.

"HEAT makes it easy to do this, because you can configure the system so clients see their own data and no-one else's. We find that giving clients real-time access increases their confidence in what we're doing; plus it reduces the number of calls they make to our help desk," Steve Songaila reports. Some clients even choose to log their calls directly on the system, he adds.

HEAT has proved user-friendly; technicians generally need no more than an hour's training before they can get started. And, most importantly for any help desk, HEAT can be relied on: "Nickelodeon helped us set the system up to be very robust – I can't remember when it was last down." On the strength of these positive experiences, Twin Systems has gone on to implement HEAT as its own internal help desk system.

STRATEGIC PARTNERSHIP

Steve Songaila does not anticipate much change to the way Twin Systems uses either GoldMine or HEAT. "Both products are doing what we want, so there's not much to change, although we always take the upgrades that are offered." In terms of reporting, users have the option of designing additional reports with third-party add-on Crystal Reports but, says Steve Songaila, "We almost always find the standard reports give us what we need."

Having had less happy experiences with other suppliers in this area in the past, Twin Systems knows a good thing when it sees it. "We view both FrontRange and Nickelodeon as long-term strategic partners," summarises Steve Songaila.

