

Creating Customers for Life.™



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-Brian Warren, Senior Marketing/Sales Administration Manager

Company Profile: Instron manufactures, markets and supports materials testing instruments, systems, software and accessories used to evaluate the mechanical properties and performance of metals, plastics, composites, textiles, ceramics, rubber, biomedical, adhesives and other materials. Instron’s applications technology is used by research scientists, design engineers and quality control managers in industry, academia and government. Due to the scope of its international operations and range of products, Instron is considered to be the world’s leading full service materials testing company.

Business Need and GoldMine Sales and Marketing Solution: Prior to GoldMine, Instron used SNAP to manage all customer relationship management. When they restructured their sales and marketing organization, they realized their need for a new software solution. Instron wanted the ability to share information across geographical locations and work as teams. “We were having support and synchronization problems with SNAP, so that necessitated a search for a new solution that would help us with the team concept,” says Brian Warren, Senior Marketing/Sales Administration Manager.

The company assembled an internal team to determine requirements and based on their needs, they selected GoldMine. In 1995, Instron took the necessary steps to implement GoldMine and transfer all existing SNAP data to their new database. Today, the company owns over 150 licenses of GoldMine Sales and Marketing and is working with **Computer Control Corporation**, a FrontRange Solutions Partner, to ensure their successful use of the product.

Instron’s sales force consists of Account Management Teams (AMT) in their North America operations. These teams include Account Representatives, outside Sales Engineers, and Administrative Assistants who provide support. There are many demanding and challenging sales situations, which require close and accurate communications between Instron’s inside and outside sales teams. GoldMine helps to facilitate this process. With GoldMine’s synchronization capabilities, each Sales Engineer can gain access to the GoldMine database from the field, complete with up-to-date prospect and customer information. “GoldMine has so much to offer,” says Warren. “It has been quite successful for us.”

Company:

Instron Corporation
www.instron.com

Industry:

Manufacturing

Name:

Brian Warren
Senior Marketing/Sales
Administration Manager

Product:

GoldMine® Sales and Marketing™

Solutions Partners:

Computer Control Corporation
www.ccc24k.com

Add-ons:

QuoteWerks 3.0
www.quotewerks.com

Business Benefit:

GoldMine Sales and Marketing has provided a central repository of customer information for Instron’s global offices. “We are all on the same product and version and it is probably the first time in the history of Instron that we have a worldwide system in place,” says Warren. “Our next step is to centralize the data in our corporate headquarters so that everyone has access to worldwide information.”

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Instron, which is based in Massachusetts, has two remote sites located in Grove City, PA and Burlington, Ontario. Both remote offices are tied directly into Instron's main GoldMine database, thus unifying all prospect and customer information.

While GoldMine met their sales and marketing needs, Instron discovered that they also needed assistance with the preparation and dissemination of quotes. "We realized that we needed the ability to link quotes to our accounts and synchronize them to the field personnel, as well as to e-mail these quotes directly to our customers," says Warren. Instron wanted a quoting system that was intuitive—an "easy to do business with" tool that worked well with all their surrounding processes.

A number of systems were considered, however, none matched the capabilities and features that QuoteWerks offered Instron. Moreover, QuoteWerks integrated with GoldMine, providing a seamless solution for Instron's sales team. Today, Instron is using QuoteWerks 3.0, by Aspire Technologies, Inc., a corporate wide product with over 125 installations throughout the world. "We have installed QuoteWerks 3.0 throughout North America, Europe, Asia, and Latin America," says Warren. "QuoteWerks does it all for us! As a corporation, we are using it to generate sales quotations globally, optimizing our unified (worldwide) price database. In addition, we are now converting quotes to orders within QuoteWerks and through our e-mail system we are sending them electronically to Order Entry in our corporate office. It has made it so much easier for us to manage the business in the sales area."

Instron has recently introduced GoldMine to its offices in Asia and Latin America, with plans to expand to India and the rest of its worldwide offices by year-end. The company has a manufacturing facility in the United Kingdom, which recently converted from MarketForce to GoldMine. "We are all on the same product and version and it is probably the first time in the history of Instron that we have a worldwide system in place," says Warren. "Our next step is to centralize the data in our corporate headquarters so that everyone has access to worldwide information."

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