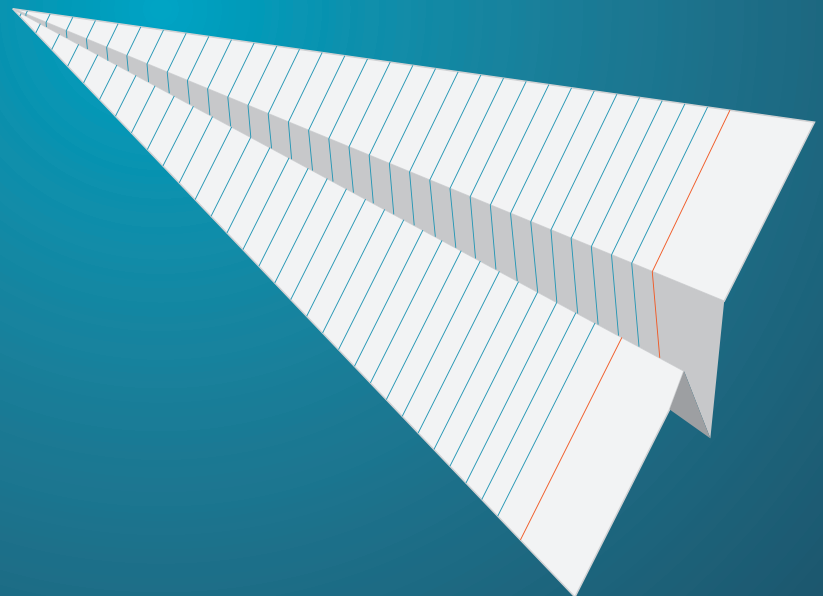




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CASE STUDY

AlphaGraphics Success Story



ConcourseSuite from Concursive

Providing AlphaGraphics with powerful new tools for managing their customers and projects more effectively



With ConcourseSuite from Concursive, AlphaGraphics is streamlining its corporate operations, forming stronger and more productive connections with nearly 260 franchise locations

AlphaGraphics provides premiere visual communication services through more than 260 independently owned franchises in 10 countries. The company has been helping businesses use print communications to inform, impress, and inspire their customers for more than 35 years.

The Challenge

As a franchise organization with hundreds of independently owned locations, AlphaGraphics needed an unusually flexible, open and capable CRM solution. They wanted a system that could streamline their own corporate sales, marketing and customer service processes, but they were also looking for an “extended enterprise” framework that could help them form closer, more productive relationships with their franchisees—and provide each independent location with better tools for managing relationships with their customers. And of course, all these diverse capabilities needed to be tied together into a cohesive, unified solution.

The Solution

After investigating a number of different proprietary and open source CRM offerings, AlphaGraphics determined that ConcourseSuite could provide the most flexible, affordable, and robust solution.

“Concursive came to us with a proposal that combined all the advanced CRM tools and capabilities we needed with a remarkably open and flexible platform,” said Darnell Ghidotti, the Vice President of Business Solutions at AlphaGraphics. “This allowed us to create a customized solution that met the requirements of our corporate office—and also gave our franchisees the tools they needed to serve their customers more effectively.”

AlphaGraphics worked closely with engineers at Concursive to design a system that would extend their enterprise to include both their corporate offices and all of their independent franchise locations. The final solution included three main elements integrated into a single application:

1. A corporate component with powerful new help desk, sales management, and project management tools and applications.
2. A centrally hosted franchisee component designed to improve customer management and project management at each AlphaGraphics location.
3. A communications component that made it easier for franchisees and corporate headquarters to share crucial financial and customer information.

The corporate component has allowed AlphaGraphics to create a single repository for customer information and streamline project management across different departments.

“AlphaGraphics has been ISO 9000 certified since 2001, and we’re still the only ISO-certified print organization in the world,” said Robert Stoerber, a technical consultant and the former Vice President of Technology at AlphaGraphics. “As part of this commitment to quality, we’re always searching for more efficient ways to interact with and manage our network of franchisees. With ConcourseSuite, we’ve been able to unify our sales, marketing, and customer service processes—and bring all of our customer information together into a single database.”

For franchisees, AlphaGraphics has deployed a simple, modular, web-based solution designed specifically to help individual locations manage their projects and customers more effectively. To provide optimal service and remove the burden

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of hardware and software maintenance from individual locations, AlphaGraphics set up a centralized hosted system with true multi-tenant capabilities. This made it possible for a single logical instance of the ConcourseSuite application to support every franchisee—and deliver the same services and capabilities as the corporate system.

“Since each AlphaGraphics franchise is its own independently-owned business, we needed a solution that could adapt to the different ways individual locations run their operations,” said Stoeber. “ConcourseSuite’s unique multi-tenant architecture allows each franchisee to configure the solution however they want—and turn different capabilities on and off with the click of a button. A smaller franchise location might stick with fairly basic customer management tools, whereas a larger franchisee will probably want to tap into the more advanced project management capabilities.”

With the franchisee solution, each location accesses its own separate configuration of the ConcourseSuite software—complete with its own distinct customer database. All of these individual configurations are hosted by AlphaGraphics Inc. in a centralized, commercial-grade data-center. Franchisees simply tap into the solution through a convenient web-based interface.

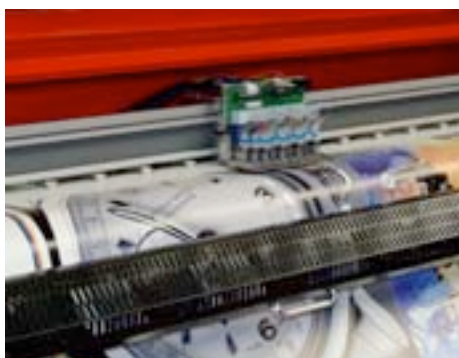
Finally, the communication component of the solution establishes crucial connections between franchisees and corporate headquarters. For example, with ConcourseSuite, information is stored in a standardized format across the whole organization. This means franchisees can submit required reports and documents through the ConcourseSuite system. It also allows AlphaGraphics to aggregate and analyze information from across the organization in new ways—and add a new level of business intelligence to their operations.

These close connections between corporate headquarters and individual franchisees also make it easier to coordinate sales efforts. For example, AlphaGraphics operates an outbound

// The feedback from locations that have started using ConcourseSuite has been overwhelmingly positive //

– Robert Stoeber, Technical Consultant

corporate call center designed to generate sales leads. With ConcourseSuite, call center operators can enter leads directly into the system, and those leads are automatically pushed out to the appropriate franchisee’s system. The solution also makes it easier for franchisees to participate in marketing programs that are sponsored and orchestrated by corporate headquarters.



The Results

Although the AlphaGraphics ConcourseSuite deployment is in its early stages, the company is already beginning to see some impressive results. The initial installation only took a few hours, and today more than 30 franchise locations have started using the system.

“The rollout went off without a hitch. In one day, we had 275 separate configurations of

the franchisee solution up and running,” said Stoeber. “The feedback from locations that have started using ConcourseSuite has been overwhelmingly positive. Our franchisees love the simple web-based interface and the impressive range of customer and project management capabilities available to them. And because the solution is so easy to use, training costs have been minimal.”

At corporate headquarters, AlphaGraphics employees are already experiencing the advantages of tracking projects and customer information across different departments.

According to Ghidotti, “As projects move through different departments—from accounting to field services to training to support—our staff can place tasks in the context of a larger unified process and see exactly how we’re using our resources.”

Ghidotti is also excited about upcoming enhancements to ConcourseSuite that will enable franchisees to quickly create customer-facing web portals and e-commerce sites that tie directly into the system.

“We see ConcourseSuite as much more than a CRM application,” said Ghidotti. “For us, it’s a flexible, open and strategic platform that will allow us to streamline our processes and take better care of our customers today—and quickly add industry-leading new capabilities as our business grows and evolves.”



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About Concursive Corporation

Concursive Corporation is the developer of ConcourseSuite, the first front office application suite to integrate CRM, content management and Enterprise 2.0 capabilities. A Java-based application with a standards-based plug-in architecture, ConcourseSuite 5.0 allows third-party developers to integrate applications and share data with key company applications including HR, financial, inventory/delivery, and logistics systems. It's used today by Fortune 500 companies in large configurations and by thousands of smaller enterprises. ConcourseSuite includes all common CRM modules and adds significant capabilities such as collaborative Project Management, Website Authoring, Content & Document Management, Customer Surveys, and sophisticated Help Desk functions.