

# Creating Customers for Life.™



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-Joseph Emsley, Vice President of Marketing

**Company Profile:** In today's high-tech world of computers and solid-state circuitry, one would hardly expect there to be a marketplace for a company that re-manufactures electron vacuum tubes. Yet last year, Woodland, California based Econco did 10 million dollars in business and controlled 65% of the market. Econco provides re-manufactured electron vacuum tubes to clients primarily in the television and radio broadcast industries. Today, electron vacuum tubes can be found in AM and FM transmitters, VHF and UHF television transmitters, digital transmitters for HDTV, and in other high-powered amplifiers.

**Business Need and GoldMine Solution:** Econco's business is structured in such a way that it relies on individual sales to a number of different customers. The whole broadcast industry, which is the mainstay of their business, is geared toward single sales. There are approximately 12,000 radio stations in the U.S., of which roughly half use tube transmitters. There is usually only one tube in one transmitter at each site, which means that each of these individual 6,000 customers represents a single sale.

Econco has a very large customer base—over 23,000 primary contacts and an additional 100,000 within those companies. With this many customers, Econco needed a way to keep track of what tube type they were selling and to which customers they were selling. Econco started to look for a solution and evaluated several software packages including ACT! and SalesLogix. Neither product impressed Econco as much as GoldMine. Econco found GoldMine's competitors extremely difficult to use. In addition, Econco didn't want to put their employees through an extensive training process. Econco also found GoldMine's sales analysis tools to be a perfect fit for their needs and the many add-on products available for GoldMine were of critical importance to a total enterprise solution. "There is just a huge add-on product base with GoldMine," says Joseph Emsley, Vice President of Marketing at Econco. "I've also been extremely impressed with the support of our GoldMine Solutions Partner, I.S. Projects of Antioch, CA, as well as the outstanding service that I've received through GoldMine."

In late 1998, Econco acquired its largest competitor, Vacuum Tube Industries, located in Brockton, MA. This acquisition made Econco a 14 million-dollar company with 85% market share and operations at each end of the country. Econco

**Company:**  
Econco

**Industry:**  
Manufacturing

**Contact:**  
Joseph Emsley  
Vice President of Marketing

**Environment:**  
Microsoft SQL 6.5-7.0

**Unique Use of GoldMine:**  
Emsley also makes good use of GoldMine's ability to store information in profiles. "It is an absolute gold mine for me—no pun intended," says Emsley. "I populated my profiles with transmitters and tube types and can create a group of contacts that use any type of tube or transmitter. I can zero in on AM stations, FM stations, or stations above a certain power level. With this grouped information, I can do targeted mailings and mass Internet mailings."

**Add-On Products:**  
FaxRush  
GoldLink (Link with MAS90)  
SolidGold Basic Toolbars

**Solutions Partner:**  
I.S. Projects



required a “total solutions package,” centered around GoldMine 4.0. Econco chose I.S. Projects ([www.isprojects.com](http://www.isprojects.com)) as their GoldMine Solutions Partner for the purpose of achieving the end goal of implementing GoldMine across the enterprise and using GoldMine as the centerpiece of Econco’s wide area network solution. To reach this goal, the following issues had to be addressed:

*1) Upgrade Econco’s GoldMine 2.5a for Windows package to GoldMine 4.0 Enterprise*

Econco chose to upgrade to GoldMine 4.0 so that they could rehost their data to a Microsoft SQL server. “The security and the stability of SQL were critical to me,” says Emsley. Econco also chose to re-host to SQL because they are considering the implementation of an e-commerce solution and knew that SQL could support this web-based activity. “I.S. Projects made it totally clear that if Econco was intent on implementing an e-commerce business solution, that from both a performance and security point of view, SQL was of critical importance.”

*2) Select a New Accounting Package*

Before the acquisition, Econco was running a 16 bit version of SBT and Vacuum Tube Industry had a legacy accounting package that was running on an IBM AS 400, which was emulating an IBM 36. Again, keeping GoldMine as the centerpiece of the enterprise solution, Econco looked at GoldMine’s many accounting software links. Econco ultimately decided on MAS90 because of its reasonable cost and because of the GoldMine add-on product GoldLink by Micronique, Inc. ([www.micronique.com](http://www.micronique.com)). GoldLink seamlessly integrates GoldMine with MAS90 accounting software. With this combination, all sales, marketing and accounting information is instantly accessible, allowing Econco to wrap business information around their customers.

I.S. Projects was given the task of implementing the Micronique GoldLink between GoldMine and MAS 90, due to their depth of experience with both GoldMine and accounting packages.

*3) Linking Historical Invoice History to the GoldMine Customer Contact*

Due to the amount of price and invoice history information contained in both accounting packages, I.S. Projects was selected to create a Microsoft Access database to link this information to the relevant contact within GoldMine. “This was the first major test for our GoldMine Solutions Partner,” says Emsley. “It was not feasible to migrate all this historical information into the new accounting package.” However, access to this historical information was critical to Econco’s sales team. “We were faced with the dilemma of either maintaining two extra accounting systems or losing this critical sales information,” says Emsley. I.S. Projects proposed pulling out all relevant details from both legacy systems via ASCII format, placing this information into a Microsoft Access database program and pointing the results at the specific GoldMine contact. “The result is pretty slick to say the least,” says Emsley. I.S. Projects first had to pull all contact record information out of Vacuum Tube Industries’ AS 400, manipulate the ASCII data, and migrate the results into Econco’s Enterprise version of GoldMine. Then, I.S. Projects had

to separate common customers because Econco wanted the ability to compare common contact record information. Only after this was complete could I.S. Projects point the relevant financial information to the new combined Econco/Vacuum Tube Industries GoldMine database. "Econco now has a program which scrolls right along with the relevant GoldMine contact and there is both an invoice view and a tube/price view," says Emsley.

#### *4) Link Two Operations, Which Are 3,000 Miles Apart*

"Without belaboring the point," says Emsley, "the Enterprise version of GoldMine 4.0 has already turned out to be a critical component with the Massachusetts/California link. Without the rock solid stability of SQL, Econco would have been in a world of hurt." Econco chose both a T1 line option and a V.P.N. frame relay cloud from Sprint. "And again, we reached out to our GoldMine Solutions Partner, I.S. Projects to handle the frame relay portion of the hookup," says Emsley. "I.S. Projects technical depth across the information systems landscape is quite impressive." The object was for Econco employees to enter customer information into GoldMine through the Micronique GoldLink into MAS 90 without having to actually leave GoldMine. Since GoldLink will automatically "drill" directly into MAS 90, customer service doesn't have to work in both the accounting software and GoldMine—the two applications are dynamically linked. With GoldMine 4.0 Enterprise synchronization capabilities and its abilities to re-index without affecting the client and the Sprint Frame Relay V.P.N., Econco's employees can complete a sales order and have the shipping document print out at Econco's Boston office, 3,000 miles away. A Boston employee can look at the document, retrieve the appropriate vacuum tube and ship it. All of Econco's employees including Econco's president and vice presidents, as well as the sales/marketing, accounting, collections, shipping and receiving, and application engineering departments use GoldMine.

#### *5) Tube Tracking System*

For Econco to supply the proper customer service to its ever-growing customer base, a tracking system tied to GoldMine is critically important to Econco. "What am I supposed to do?" says Emsley, "Have my customer service people running all over two factories 3,000 miles apart trying to figure out the status of a tube for a customer? Once again, I assigned the task to I.S. Projects," says Emsley. "If they deliver as promised on this tracking system, we will truly have a fully functional wide area network enterprise with GoldMine as the center piece of the system." This tracking system will integrate with MAS 90 sales order information and determine what tubes by model and type of service required are expected to be received into the Work In Progress (WIP) System. WIP will track the status of a tube received throughout the entire repair process via a bar code system. The tracking system will integrate with the various "warehouses" within MAS 90 and of course, integrate with GoldMine to

provide Econco customer service notification when a tube “due” has reached its allotted time and requires intervention. Customer service will be able to launch a GoldMine automated process if required.

Today, Econco has 30 users on GoldMine 4.0 Enterprise, which they have re-hosted to a Microsoft SQL 6.5 database. “However, we have already made the decision to upgrade to Microsoft SQL 7.0 due to the substantial enhancements within 7.0 and for standardization reasons. MAS 90’s initial SQL release is designed around 7.0. At some point, you have to get on with business. We feel that the standard is with Microsoft SQL 7.0. We also believe our upcoming e-commerce solution requires both GoldMine and MAS 90 to be hosted on the same SQL platform.”

GoldMine’s flexibility allowed Econco to easily adapt it to their way of doing business. At a radio station, there might be several individuals involved in the rebuilding of the vacuum tube, including a general manager, a purchasing agent, a transmitter engineer, and a chief engineer. Because of this, Econco needed a way to tie multiple individuals to a single company record. GoldMine’s Contacts tab successfully fulfilled this need.

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Econco is using GoldMine third-party software, FaxRush, by Z-Firm ([www.faxrush.com](http://www.faxrush.com)). “It’s a great package,” says Emsley. With FaxRush, Econco’s employees are able to fax documents directly from GoldMine.

I.S. Projects also installed its SolidGold Basic Toolbars at Econco. “We find them extremely useful,” says Emsley. “It is definitely a nice value added product. It goes back to the options that you have with GoldMine add-ons. It is a very nice addition for us, especially on the call-back end of it,” says Emsley. The SolidGold Basic Toolbar simplifies common call management tasks for Sales, Telemarketing and Customer Service staff. The SolidGold Literature Toolbar also integrates with FaxRush 4.0 and simplifies letter and fax creation tasks.

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