

Creating Customers for Life.™



newenergy

“GoldMine 4.0 has more than met our needs. The ability to customize the software and increase its functionality with add-on products has greatly benefited NewEnergy.”

-Dan Baker, Vice President Business Development

Company Profile: NewEnergy (www.newenergy.com) is a technology-based energy company formed in 1995 to serve customers in every state where a competitive energy market is emerging. Headquartered in Los Angeles, NewEnergy has regional offices in Boston, Chicago, New York, Austin, Philadelphia, Phoenix, Tucson, and the San Francisco Bay Area. As America’s largest energy service provider, NewEnergy offers integrated energy solutions that promote savings through a full range of value added products and services that optimize efficiency and maximize profitability.

NewEnergy was able to enter the deregulated energy market early enough, penetrate it with their sales force, and gain a good solid market share. The deregulation of this industry has allowed them to propel themselves to the forefront. As competitive energy markets develop in other states, NewEnergy will continue to expand nationally. They currently have more than 500 employees, nationwide.

Business Need and GoldMine Solution: NewEnergy was growing at such a rapid pace that they soon recognized the need for a software solution that would help keep them organized and connected. They approached GoldMine Solutions Partner, Corporate Computer Center (www.up2date.com), to evaluate their needs and provide them with a solution. Corporate Computer Center (CCC) recommended GoldMine as the solution of choice because of its workgroup nature and built-in synchronization tools. NewEnergy installed GoldMine 3.2 in April 1997 and have since upgraded to GoldMine 4.0. CCC initially installed GoldMine for 75 users, but due to the successful implementation of the software, and the phenomenal growth of NewEnergy, they have recently increased that number to 250 users. GoldMine is used throughout NewEnergy’s entire organization including Business Development, Customer Accounts, Customer Care, Delivery, Information Management and Administration. CCC also provided GoldMine training for all NewEnergy’s employees.

NewEnergy recently re-hosted their GoldMine data to a Microsoft SQL 7.0 database. This move was motivated by the desire to be on THE base platform for future technology, as well as to ensure the integrity of their 30,000 GoldMine records. All

Company:
NewEnergy

Industry:
Utilities

Contact:
Dan Baker
Vice President of Business
Development

Environment:
Microsoft SQL 7.0

Business Benefit:
“We are a growing company and GoldMine has become extremely important for us. It keeps everyone in the company connected.”

Add-On Products:
FaxRush
GoldReporter

Solutions Partner:
Corporate Computer Center

GOLDMINE
Software Corporation

of their other databases were hosted in SQL and NewEnergy wanted to add GoldMine to the equation, so that they could have one centrally located database. Since the transition from dBase to SQL, there has been a significant reduction in the number of times NewEnergy has had to rebuild their database. The move to SQL 7.0 has also added a great deal of flexibility and scalability and has allowed the integration with other NewEnergy systems.

NewEnergy's offices synchronize daily through an IP-to-IP connection using GoldMine's synchronization technology. "We are a growing company and GoldMine has become extremely important for us. It keeps everyone in the company connected," says NewEnergy's Vice President of Sales and Marketing, Dan Baker.

Due to the distributed nature of NewEnergy's workforce, synchronization has become a critical tool in management's ability to better manage their sales force. Today, NewEnergy's Sales Managers get a daily update on their sales force's activities and progress in the field. This allows them to better assist the sales reps and helps them to stay focused on their sales efforts.

NewEnergy has taken advantage of a number of standard GoldMine features to increase productivity and profitability. GoldMine's Referrals Tab allows them to link contact records of referring parties to customers' records. This has been extremely helpful to spread awareness when starting business in new markets. GoldMine's Calendar is also widely used at NewEnergy. Their sales force finds it useful for scheduling appointments and staying on top of the sales game. It keeps prospects from falling through the cracks and allows managers and other sales reps to know where their co-workers are at any given time.

In addition, GoldMine's Sales Forecasting allows NewEnergy's Sales Managers to measure their individual sales reps and corporate sales team's effectiveness. NewEnergy also uses GoldMine's document merging feature to create contracts, proposals, sales quotes, and daily correspondence through a direct link to Microsoft Word. The ability to merge these forms from GoldMine and link them to the corresponding contact record has been an incredible time-saver for NewEnergy.

NewEnergy is using GoldReporter, a report writing software that CCC designed to work specifically with GoldMine. Baker finds GoldReporter to be an "excellent tool." They are using GoldReporter to generate their management reports and other activity based reports. This is especially useful for NewEnergy's sales team. With GoldReporter, they can tell how many calls a sales rep made, how many appointments they had, how much time it takes to close a sale, what's in the pipeline, what's not in the pipeline, what the forecasts are, etc.

Another GoldMine add-on product that NewEnergy utilizes is FaxRush, by Z-Firm. (www.faxrush.com). Employees are able to fax documents to their customers directly from GoldMine. They no longer have to get up and walk to a fax machine. Apart from the time saving aspect of this GoldMine add-on, NewEnergy has been impressed with its ability to link faxes directly to the corresponding contacts. This allows them to create a history of correspondence for each contact.

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