



## Success Story

**“OmniRush makes us 10% more efficient as a team, and saves us at least \$30,000 a year in labor costs.”**

- Clayton Burton  
Vice President of Sales  
Applied Media Technologies Corp.

**Industry:** ‘On-Hold’ Content

**CRM System:** GoldMine SQL

**Z-Firm solution:** OmniRush®

### OmniRush Enables Applied Media Technologies

#### Corporate Profile

Since its founding in 1991, Applied Media Technologies Corporation (AMTC) has helped companies put “on hold” time to work. AMTC is a technology and customer service leader in the telephone “message-on-hold” industry, having pioneered the use of both CD and removable memory card technologies in “on hold” player equipment. Serving over 12,000 clients worldwide, AMTC’s TelAdvantage is one of the most recognized brands of “on hold” equipment and service. Clients include established firms such as Adecco, Bally Total Fitness, Continental Airlines, Morgan Stanley, and others.

#### The Challenge

Creating “on hold” content is a communication-intensive process. After the sales process is closed, scripts need to be written and then passed back and forth for the customer to edit and approve. Once the audio production is complete, customer review and approval is required.

Only then is the final CDROM or sound system sent out. Even for a small customer, a production can involve several communications between AMTC and the customer, via a mix of email and fax. For AMTC’s production group to work as a team, all this communication must be centrally tracked and logged, so all team members can see all the details, all the time.

And when the job is done, the player and media need to be shipped. AMTC manufactures its own CD and memory card player hardware, so nearly every sale includes a shipment.

As one of the largest producer’s of “on hold” content and systems, AMTC manages thousands of communications and hundreds of shipments every month. “Before GoldMine and OmniRush, we were stuck with a folder full of hard copies for each customer we serviced. Information was spread across different PC’s, in several different software packages,” said Clayton Burton, Vice President of Sales & Marketing at Applied Media Technologies Corporation. “Signed approvals for scripts and content were hard to keep track of, and shipping was even more of a chore to track, especially since we used a ‘free’ shipping system from our carrier.”



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### The Solution

AMTC needed to put business processes in one place. Customer communication, newsletters, automatic update reminders, and shipping needed to be logged centrally. AMTC found their solution in OmniRush, a multi-blade communication and shipping server that integrates seamlessly with AMTC’s CRM system: GoldMine.

OmniRush lets GoldMine drive multi-mode communication by email, fax, and print (for US Mail), and is also a multi-carrier shipping server.

“Efficiency comes from the staff working as a team. Teamwork comes from effortlessly knowing what is going on—with every customer.

Since OmniRush logs all the details of everything it does right in GoldMine History, everyone is more productive. We looked at each stage of our customer interaction, from sign-up through shipment and worked to cook it into one button-click for our users. OmniRush does the work, and everyone can see if the fax or email went through, and shipment tracking numbers,” said Burton.

OmniRush has streamlined operations by making merge forms a single click for users, and by linking received faxes to CRM contact records for easy reference by the workgroup. Even shipping is easy—from inside the CRM system—requiring just a couple of clicks. And no one ever has to ask for a tracking number or script status, because OmniRush automatically logs all this information in GoldMine.

“OmniRush handles our FedEx® shipping and automatically posts tracking information into GoldMine History. The system is so advanced that if a fax fails to go through OmniRush sends us an alarm telling us about it. If we have an email address wrong, OmniRush sends us an alarm so we can deal with it right away. OmniRush makes us 10% more efficient as a team, and saves us at least \$30,000 a year in labor costs,” said Burton.

AMTC uses several ‘blades’ of OmniRush, including email, merge-to-pdf-and-email, html email, hardware fax, and FedEx® shipping. Using OmniRush for UPS® shipping and credit card processing is in the planning stage. To make OmniRush one-click easy, AMTC uses the OmniRush Toolbar for GoldMine.



### **About Z-Firm**

Z-Firm LLC, a leading developer of office automation software, designed OmniRush as an integrated communication server for developers. OmniRush provides true integration for shipping, email, fax, and print right into the database development environments already used by most developers, including Oracle and SQL Server. OmniRush is easy to implement from Visual Basic, Visual Studio.NET, FoxPro, Access, Delphi, and other tools. Additional benefits include:

- Works with existing database structures with little or no changes
- Can be run with Z-Firm provided MSDE database if no existing database server is present
- Allows web, wireless, Windows, Mac, and Linux/UNIX clients to access OmniRush services
- Shipping (with Airborne®, FedEx®, and UPS®)
- Fax server
- Email merge server, including HTML merge
- Customizable database merge features

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