



## Success Story

**“It is easy to use, completely SalesLogix-integrated, and anyone can install it. Our customer-facing group is at least 10% more efficient now that we use ShipRush®.”**

- Brian Vass  
VP of Marketing  
Sant Corporation

**Industry:** Software

**CRM platform:** SalesLogix.net

**Z-Firm solution:** ShipRush®

### ShipRush Helps Sant Grow

#### Corporate Profile

Since its founding in 1972, The Sant Corporation has helped companies create winning proposals and RFP responses. Sant’s products, ProposalMaster and RFPMaster, have helped thousands of resellers, consultants, and corporations streamline their proposal process and increase their win ratio.

#### The Challenge

Sant has three customer-facing groups: Sales, Customer Service, and Support. There is some overlap of staff among these groups. As a whole, the Sant organization ships ten packages a day. Before using ShipRush®, these shipments were processed with various ‘free’ shipping software systems from the shipping companies. The inefficiency caused by these systems was costing Sant time and money. Processing shipments was cumbersome, taking significant staff time during the course of a week. Further, tracking numbers were not available to any of the sales staff. Every time a customer called to get shipment status, the sales rep would have to find the shipping clerk, and then dig through the shipping software to find the shipment in question.

#### The Solution

The Sant team needed to streamline their shipping so it could be driven from their sales database, and feed shipping details (like tracking numbers) back into a database that the whole team could see. Sant found their solution in ShipRush, an easy-to-use shipping system by Z-Firm that integrates seamlessly with Sant’s CRM System, SalesLogix.net. ShipRush lets shipments be driven right from within SalesLogix, and stores tracking numbers and other information in SalesLogix history.

“We needed a quick solution to eliminate steps in our order-entry process and provide better service to our sales team,” said Brian Vass, Vice President of Marketing at Sant. “ShipRush was implemented within two days and everyone is satisfied with the results.”

(Over)



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ShipRush has streamlined operations by allowing shipments to be processed instantly, often while still on the phone with a customer. Sales reps simply view the customer’s record in SalesLogix, and then select the shipping form on the ShipRush menu in the Windows System Tray. The rep then enters the weight of the shipment, the shipment reference, and presses the ship button in ShipRush.

“All of our FedEx® and UPS® shipping is now done from within SalesLogix. The shipment reference prints right on the label, so the mail room knows what to send. And everyone can view the status of their shipments in SalesLogix,” said Vass.

ShipRush lets the sales team focus on selling, and everyone knows what was sent, by whom, when, and the tracking number, just by looking in the SalesLogix History tab.

“ShipRush has made us more efficient, and we deliver better service to the customer. It is easy to use, completely SalesLogix-integrated, and anyone can install it,” said Vass. “Our customer-facing group is at least 10% more efficient now that we use ShipRush.”

The Sant Corporation is pleased with the results and plans to expand its shipping automation using Z-Firm’s OmniRush and the upcoming ShipRush v2 for FedEx® shippers. “OmniRush can make the user experience even quicker and easier than ShipRush, but it takes more planning. So far, we’ve taken the ‘quick-to-implement’ approach,” said Vass.

### About Z-Firm

Z-Firm LLC, a leading developer of office automation software, designed ShipRush to bring shipping into the applications already used by sales and customer service groups. ShipRush provides true shipping integration, and exceptional ease-of-use to users of ACT!, SalesLogix, GoldMine, Outlook, QuickBooks, and other programs. The ActiveX version of ShipRush allows any developer to put shipping integration inside custom and shrink wrap applications of any kind. Additional benefits include:

- No rekeying of data
- Shipment rating
- COD shipping
- Electronic Call Tags (with ShipRush for UPS®)
- Multi-Piece shipments (with ShipRush for UPS®)
- UPS OnLine® Compatible

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