

# ACT! By Sage Premium Wholesale Building Products

## CUSTOMER SUCCESS STORY

### CUSTOMER

H. J. Oldenkamp Co.

### INDUSTRY

Wholesale Building Products

### LOCATION

Warren, Michigan

### Number of Locations

One

### Number of Employees

45

### SYSTEM

ACT! by Sage Premium

## H. J. Oldenkamp builds relationships with ACT! by Sage Premium

For more than 60 years, H. J. Oldenkamp Co. has specialized in the sales and marketing of nationally branded interior building products, such as DuPont surfaces and Merillat cabinetry. In its role as a wholesale distributor, H. J. Oldenkamp regularly communicates with manufacturers, fabricators, retailers, builders, and consumers. To ensure its corporate communications with this diverse audience remain professional, consistent, relevant, and accurate, H. J. Oldenkamp relies on ACT! by Sage Premium, and support services from ACT! Certified Consultant AspenTech Consulting Group, Inc.

“We use ACT! Premium throughout the organization,” says Mark Renn, marketing manager at H. J. Oldenkamp. “Our sales managers, team leaders, marketing staff, support personnel, and outside sales representatives all use it to communicate with our customers and suppliers.”

### Unrecorded Contacts

Until five years ago, H. J. Oldenkamp had



no contact management software, relying on customer records in its accounting database to store basic details about its relationships. This situation left a large number of contacts unrecorded as Renn explains, “We do a lot of what I call down-stream selling: working with specialty shops and retailers to promote the use of the products we carry and working with the builders who buy from those specialty shops. If we haven’t yet sold them anything, our accounting software won’t hold a record of them.” Each salesperson kept their own list of prospects and contacts, which meant management had no visibility into the overall sales cycle.

### CHALLENGE

The company’s accounting software held customer information, but had no provision for tracking prospects or business partners.

### SOLUTION

ACT! by Sage Premium, provides a single, centralized database readily accessible both to traveling and in-house staff. Local support from AspenTech ensures system runs smoothly.

### RESULTS

ACT! Premium helps H. J. Oldenkamp identify market trends and tailor its marketing and sales activities appropriately. All relationships are tracked through a single, centralized database.

*"We need to know who our customers are—where our business is coming from. ACT! Premium helps us tailor our marketing to our audience and better anticipate upcoming changes."*



Renn and his team looked at Goldmine and Siebel before deciding on ACT! by Sage Premium. "ACT! Premium won us over with its flexibility, affordability, and the availability of a well-qualified local consultant," recalls Renn. "Having the local support from our ACT! Certified Consultant is very important to us."

### **Build A Communication Solution**

AspenTech worked closely with Renn and his team to customize ACT! Premium to meet the company's specific requirements. The company segments its operations into three divisions: retail sales, commercial sales, and new home construction. New data tabs and fields were added to allow H. J. Oldenkamp to track the unique details of these different relationships. "We now have a complete record of not only the relationships we have with our own prospects and customers, but also the relationships we have with our *customers'* prospects and customers," explains Renn.

Field level security allows H. J. Oldenkamp to designate some fields as view only, and hide others fields entirely. "We've got 30 people using ACT! Premium," says Renn, "in all different capacities, so the ability to tailor it to each user is very important."

AspenTech also developed an import utility that brings purchase history data from H. J. Oldenkamp's accounting software into ACT! Premium. "Having sales history in ACT! Premium really ties things together for us," says Renn. "It means our remote sales representatives, who don't have access to the accounting software, and access ACT! Premium over the Internet, have the details of those past sales as they're working on new sales."

### **Profile Contacts And Uncover Trends**

ACT! Premium allows the company to identify and report on trends in its marketplace—information it uses to make strategic business decisions. For example, H. J. Oldenkamp has seen its market change recently, with a trend favoring large home centers over smaller specialty retailers "We need to know who our customers are—where our business is coming from," says Renn. "ACT! Premium helps us tailor our marketing to our audience and better anticipate upcoming changes."

### **Pursue Opportunities**

Staff relies on the calendar function within ACT! Premium to schedule sales calls, follow-up tasks, and meetings. "I think ACT! Premium has made us better communicators," says Renn. "By eliminating all of those lists and putting all our data in one place we're naturally more efficient, with less wasted time and effort."

The Opportunities feature within ACT! Premium allows staff to track upcoming projects. "We create an opportunity when we're aware of a large commercial development project that's in the planning stages," explains Renn. "It might still be years away, but by keeping a record of it, we can include it in our forecasts and follow up with our contacts to be sure we're there when they're making decisions."

With the support provided by AspenTech and the centralized database and powerful communication tools that the ACT! By Sage Premium solution provides, H. J. Oldenkamp can reach a diverse audience, pursue new opportunities, and manage the details of its relationships.

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