



CUSTOMER SYSTEMS

Customer Systems Sets A New Standard For Efficiency At MPEG LA A SalesLogix® CRM Solution

You take it for granted that the DVD you buy will play in your home player, in your computer DVD drive, and in that unit in the back seat of your minivan. If you had to buy a separate DVD format to suit each of these players, you likely wouldn't buy any DVDs at all. Knowing that their very survival depends on the standardization of technology, the audio and video industry sought to set international standards for the creation, storage, transmission, and playback of digital video and audio data. MPEG, an acronym for Moving Pictures Experts Group, emerged as this standard in the early 1990's.

Consisting of hundreds of patents from dozens of international giants such as Sony, Philips, Toshiba, and Canon, MPEG-1, 2, 3, and now MPEG 4 continues as the benchmark technology in the industry. For companies that manufacture players, cameras, and DVDs to utilize this technology legally, they must pay royalties to those who hold the patents. Even the most prudent companies find it difficult simply to identify which companies' patents they are using.

This is where MPEG LA (the LA stands for License Administrator) enters the picture—they administer the "pool" of patent holders (licensors) of patented technology, and market to manufacturers (licensees) wishing to utilize the technology. Manufacturers pay one flat fee to license the technology and MPEG LA distributes that fee among their patent holders. Since manufacturers must license the MPEG technology for

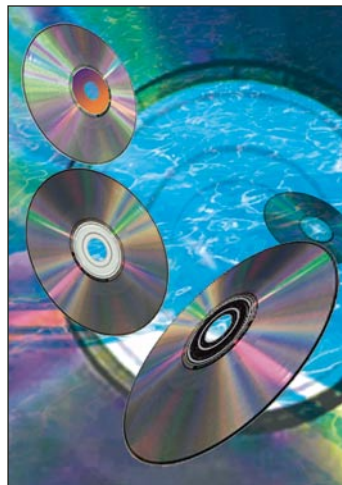
each new product, from cameras, to smart phones, to pocket TVs, MPEG LA's potential customer base is constantly growing.

Digital Dilemma

MPEG LA depends upon the storage and retrieval of data about their licensees and licensors for their livelihood, yet their FileMaker Pro database running on a Macintosh computer severely restricted their operation. The database consisted of one big flat file, replicated on a several different machines around the world. Duplicate contacts cluttered the database, querying the file for data was laborious, and data synchronization between the disjointed databases was nearly impossible. With such tremendous overhead involved in maintaining the systems, little time was left to pursue new licensing opportunities.

A Logical Solution

MPEG LA began an exhaustive search for CRM (Customer Relationship Management) software. After interviewing numerous vendors, it became very clear that that MPEG LA's unique business model would require customization of any product they purchased. Marty Day, MPEG LA's Database Administrator, spoke directly with the sales staff at Best Software about



Technology patent holders for digital video and audio data are included in MPEG LA's pool.

received a referral to Customer Systems, Inc. (CSI) of Scottsdale, Arizona. The partners at CSI possess extensive knowledge of the product and vast experience in customizing SalesLogix to meet their customers' specific needs.

Of critical importance in selecting new CRM software was its ability to integrate with their "portal" system, used to calculate and distribute the royalties to the licensors. "We were able to deliver a proof of concept up front," explains Doug Gangi of CSI, "We demonstrated how we could seamlessly integrate SalesLogix with the portal, sharing contact information and allowing staff to drill down from the portal into a licensee's or licensor's record in SalesLogix."

"The cost of implementing SalesLogix was lower than the other products we reviewed, and the functionality was much greater," says Day, "And CSI provided excellent training, really catering to our needs, and incorporating our customizations into the training."

Efficiency Soars

Employees in the company's Michigan office perform Web research and visit trade shows to find prospective customers for their convenient service. When a prospect is identified, they are entered directly into the SalesLogix database. MPEG LA then begins a combination marketing/compliance campaign to encourage the prospect to join the licensing program.

By setting up activities and to-do's in SalesLogix, MPEG LA is able to communicate consistently and conveniently with prospects and prevent any prospect from falling through the cracks. An information packet introducing MPEG LA and its services is sent, followed by an Email message, phone calls, and additional reminder letters. A potential licensee's products are entered into the SalesLogix product database where they are conveniently merged into the personalized correspondence. Details of every conversation are tracked within SalesLogix and are instantly available to every system user. SalesLogix is integrated with Outlook, the company's Email and calendar system. Each Email sent through Outlook is recorded in SalesLogix automatically. Potential licensee Web sites are associated with an account record for quick access, as is a copy of every correspondence.



MPEG sets the standard for the technology behind your favorite audio and digital video devices.

MPEG LA now has access to metrics unheard of before SalesLogix. Reports detail how many information packets were sent, how many phone calls were made, and who has not responded.

CSI created custom queries into the database, providing vital views of the company's activities and success. "CSI is fabulous," says Day, "I call on our consultant a lot, and he's easy to keep in touch with. They are timely, proficient, and extremely knowledgeable. We love the results and will definitely continue our relationship with CSI."

Remote Access

MPEG LA's offices in London, Maryland, and Tokyo have immediate access to the SalesLogix database in the Denver home office. By running the SalesLogix Client on their laptops, these remote employees can work offline, adding to the database, viewing contact information, even running reports before synchronizing automatically when

they connect to the Internet. Security has been configured to control who is allowed to add new licensees and licensors, and who can edit existing data. As an example, only members of the contracts group at MPEG LA can edit the records of their licensors. "We now have a global information system," says Day. With a single database offering worldwide access, the time previously spent trying to synchronize disparate databases is now put to productive use.

Preview Of The Future

MPEG LA's next step is to roll out a Web based lead generation system with the assistance of CSI. Potential licensees will be able to fill out an online inquiry form which will automatically create opportunities in SalesLogix and generate an Email to the customer acknowledging their request.

"I shudder to think about our performance on the old system," concludes Day, "SalesLogix has allowed us to completely streamline our processes, eliminating redundant systems and conflicting data."

CSI, SalesLogix, and MPEG LA—a patently successful team.

Customer Systems is a leading provider of Customer Relationship Management (CRM) solutions. Our products and services allow companies to take advantage of emerging market opportunities to drive business, improve efficiencies, and positively affect the bottom line.

By providing excellent customer service, best of breed technologies, and market-leading experience, Customer Systems successfully enables leading companies of all sizes to increase sales, maximize efficiencies, and grow market share.



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