



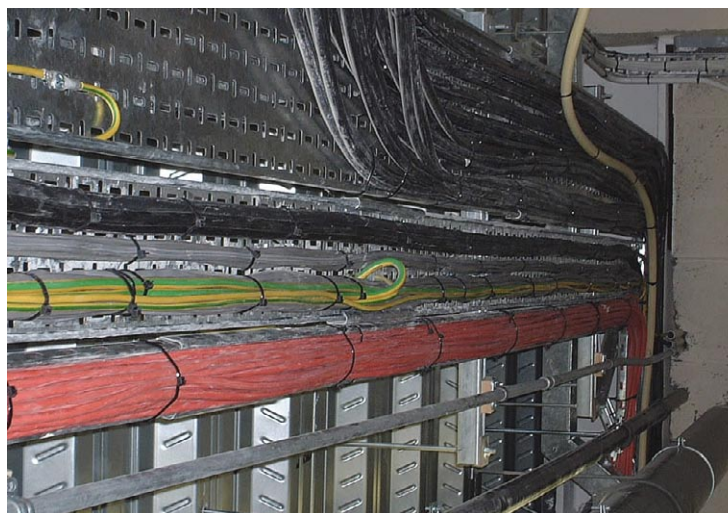
Count on Collins, count on success.

Case Study

PCC Network Solutions Uses Collins Computing to Consolidate Data with Microsoft CRM

PCC Network Solutions is an integrator of structured cabling systems, data, voice, and indoor/outdoor (including Metro WiFi) wireless networks, as well as low-voltage systems for security, surveillance, access control and more.

With over 70 percent of their employees in the field servicing customers nationwide, having a central area to manage customer information was critical to a smooth workflow.



“We faced several operational challenges including a need for a central repository of our corporate data and a desire to consolidate and streamline data flow between team members,” says Susanne Lichtenberger at PCC Network Solutions. “We needed a consistent, reportable sales process to remove depen-

dency of multiple complex spreadsheets used to track data and to make reporting of data more efficient.”

PCC Network Solutions looked to Microsoft Dynamics CRM to solve these challenges. After a careful selection process to find the right applications, they recognized the features of Dynamics CRM serve multiple benefits to their organization.

Fast Facts

Company Profile

PCC Network Solutions is an integrator of structured cabling systems, data, voice and indoor/outdoor wireless networks, as well as security systems.

Industry

Cable laying industry

Geography

Southwest U.S.

Challenges

Distributed data created bottlenecks for processes

Solution

Installed Microsoft Dynamics CRM and SQL Server to centrally store and manage customer information

Results

Enhanced productivity due to central data repository, resulting in prompt access to analytical information



Why Collins Computing?

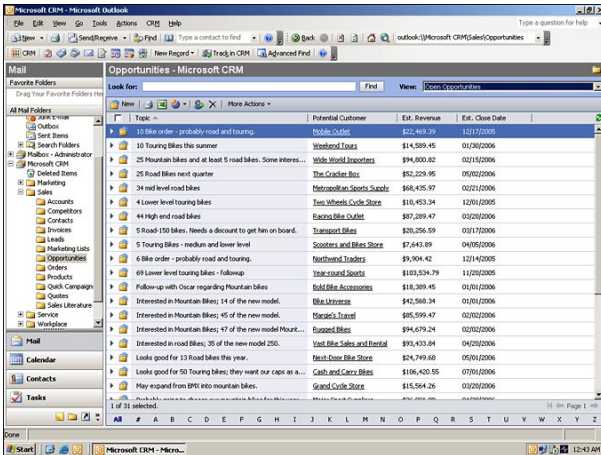
To implement their solution, PCC Network Solutions was looking for a firm with a sustained reputation for delivering excellent within an allocated budget. They turned to Orange County Microsoft Gold Certified Partner, Collins Computing to deliver their 75-user implementation of Dynamics CRM.

“We took our time looking for a solution provider that met our selection criteria. Beyond that, we looked for a partner that was a visionary like us—a company who could act as a supplement to our team and continue to drive additional value to our organization with technology solutions. We found that in Collins Computing,” says Lichtenberger.

PCC Network Solutions is currently working with Collins Computing to further extend their CRM functionality and combine it with the power of Microsoft’s tier one financial application, Dynamics GP.

Software Utilized for Solution

- ◆ Microsoft CRM 3.0
- ◆ Microsoft SQL Server 7



Topic	Potential Customer	Est. Revenue	Est. Close Date
10 Touring Bikes this summer	Westend Tours	\$14,599.45	02/28/2006
25 Mountain bikes and at least 5 road bikes. Some interest in road bikes	Wide World Imports	\$94,000.82	02/12/2006
25 Road Bikes next quarter	The Cricket Bikes	\$52,229.95	05/02/2006
34 mid-level road bikes	Metropolitan Sports Supply	\$68,435.97	02/01/2006
4 Lower level touring bikes	Two Wheels Cycle Shop	\$16,453.34	12/01/2005
44 High end road bikes	Barco Bike Outlet	\$87,289.47	03/20/2006
5 Road 150 bikes. Needs a discount to get him on board.	Transport Bikes	\$28,256.59	03/17/2006
5 Touring Bikes - medium and lower level	Scoters and Bikes Store	\$7,643.89	04/05/2006
6 Bike order - probably road and touring.	Northwest Bikes	\$9,904.42	12/14/2005
69 Lower level touring bikes - followup.	Yonhound Sports	\$161,524.79	11/20/2005
Follow-up with Oscar regarding Mountain bikes	Bald Bike Accessories	\$18,389.45	01/01/2006
Interested in Mountain Bikes; 14 of the new model.	Bike Universe	\$42,560.34	01/01/2006
Interested in Mountain Bikes; 45 of the new model.	Harold's Transit	\$85,599.47	02/02/2006
Interested in Mountain Bikes; 47 of the new model.	Supped Bikes	\$94,679.24	02/02/2006
Interested in road bikes; 35 of the new model 250.	Van Bie Sales and Rental	\$93,433.84	04/20/2006
Looks good for 13 Road bikes this year.	Next Door Bike Store	\$24,749.68	05/01/2006
Looks good for 20 Touring Bikes; they want our case as a...	Cash and Carry Bikes	\$186,483.55	07/01/2006
May expand from 800 into mountain bikes.	Grand Cycle Store	\$15,544.26	02/02/2006
	Mountain Bike Shop	\$50,000.00	02/02/2006



Microsoft Business Solutions
ISV/Software Solutions

Benefits

Quick user adoption

Since Dynamics CRM looks and feels like other commonly used Microsoft products such as Office, navigation and information is easily found.

Enhanced productivity

By using Dynamics CRM, the only CRM application that integrates easily with other Microsoft products, learning curves were reduced and employees of PCC Network Solutions were able to quickly access the data they needed.

Customized work flow

Because PCC Network Solutions has unique business processes, Dynamics CRM offered them the flexibility of creating customized workflow process.

Easy administration

Every technical professional's dream! Dynamics CRM is easy to support, since it resembles the functions of other Microsoft applications.

Prompt access to analytical information

The ability to analyze sales performance and service inquiry response time is crucial to any business. Dynamics CRM offers PCC Network access to hundreds of reports in addition to advanced query functionality.

“We looked for a partner that was a visionary like us. We found that in Collins Computing.”



“counting success stories since 1986”

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