

# Case Study – Tiff and Reputations

## Goals

- Reduce on-going costs of an internal IT resource
- Replace existing MS Access database with a best of breed CRM system
- Eradicate time required for double entry updating subscription information from the web site
- Enable two-way integration between the CRM solution and their website
- Incorporate disaster recovery for all systems

## Challenges

- A large amount of profiling information is required for each subscriber
- Customer information was held on individual Excel spreadsheets
- Reputations has a number of users that are home-based
- Reports need to include information from GoldMine and the web site
- Reputations did not have a server and files were located on individual workstations

## Solution

Reputations and TIF concluded that a highly customised GoldMine CE system utilising iGoldMine thin client technology would be the best way forward. CRM-UK implemented a hosted platform for GoldMine and the large document store. This was made available via the Internet for world-wide access using iGoldMine. A summary of technologies utilised include:

- GoldMine CE hosted on Microsoft SQL Server
- An ODBC/XML connecter between the web site and Microsoft SQL Server
- iGoldMine thin-client hosted behind Cisco routers and Cisco Firewall
- Microsoft WEBDAV Internet Folder sharing for secure and highly available document storage
- Microsoft Exchange Server
- Crystal Reports

CRM-UK developed a custom Crystal Report viewer accessible from the GoldMine Taskbar. Web statistics are located within the GoldMine database allowing a single report to include web site access, events activity and activity relating to e-mail based Q&A.

## Results

The solution has allowed Reputations to re-design and streamline their business processes to include accurate reporting and management of their subscribers. All customer information is available from a single location accessible to all users, enabling huge time and efficiency increases, and readily accessible management information from within a secure and robust 24/7 server environment.

## Testimonial

*“We were spending a fortune on I.T. consultancy and wasting a huge amount of time desperately trying to collate information from our many different systems. CRM-UK came up with a solution for our complicated requirements almost immediately. The project was on time and fulfils all of our requirements.”*

**Nici Ward**, Operations Director

## Links

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