

# ISIS

## ISIS Harnesses the Power of Information Technology for Manufacturer's Representative Agency

*Styro Systems relies on ISIS to provide continuity, target marketing and manage growth*

ORGANIZATION:  
**Styro Systems**



LOCATION:  
**Atlanta, Georgia**

INDUSTRY:  
**Construction**

TASK:  
**Implement a centralized database for storing customer information and facilitate improved employee communications**

*"The construction industry has come a long way. Customers are 'tech' savvy now...the opportunity to go global is there...we operate primarily in the Southeast but our end user could be anywhere."*

**Lynn Celestin**  
Owner/Partner  
Styro Systems

### THE ORGANIZATION

Founded in 1982, Styro Systems strives to be one of the most recognized sales and marketing organizations for commercial and residential construction in the southeastern U.S. representing \$60 million in product sales last year. Styro Systems has earned a highly respected reputation for providing proven products from nationally known manufacturers specializing in thermal and moisture protection products used for commercial and residential wall systems, roofing, and waterproofing.

### THE CHALLENGE

Styro Systems was using Sage Software's ACT! stand alone contact and customer management system but the need for a centralized hosted solution to collect and relay information became paramount in 2005. Operating in the field using laptops and PDAs, Styro Systems' dynamic team of 11 employees needed a means for easily accessing data and communicating with each other from far flung locations.

As a professional Manufacturer's Representative Agency, Styro Systems deals with multiple manufacturers, each with a network of distributors, dealers and end users. In metro Atlanta, for example; there are over 7000 residential builders with their own sales teams who each have preferred dealer relationships. The need for a centralized system for tracking the information for thousands of contacts in daily sales planning and to streamline reporting their sales progress back to the manufacturers represented by Styro Systems had become glaringly apparent.

"One of the biggest obstacles a small company faces is having the resources for entering and capturing ever changing data," Lynn Celestin, Owner/Partner of Styro Systems noted. "Our goal is to have a dynamic, competitive database to track customers, and our competition." Styro Systems' continued growth and market penetration in the construction industry mandated the search for better systems and methods to fully serve their customers.

### THE SOLUTION

Deciding to completely dispense with their old system, Styro Systems chose Computer Allii's web-based Integrated Source for Internal Systems (ISIS) to house and provide easy access for all employees to customer information. Computer Allii's technical team launched the new database by exporting over 2500 contacts from ACT! into the ISIS Contact Manager module and then synchronized the new data with Outlook. Implementing the ISIS Document Manager elevated Styro Systems employees' access to company documentation and communication of competitive information. Employing the ISIS Calendar module helped eliminate duplication of efforts where territories overlap.

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Business Solutions Through Technology

## Computer Alli

Computer Alli is a dynamic technology service provider dedicated to partnering with businesses to improve their operations, profitability and growth since 1989. Computer Alli's full service approach saves its clients time and money by providing a "one stop shop" for all of their technology needs:

- Hardware
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- LAN consulting
- File servers
- Website development and hosting
- Intranets

Dedicated to personalized client service and support while guaranteeing maximum value of uptime and redundancy, Computer Alli delivers innovative solutions tailored to individual organizational requirements, on time and on budget.

### Integrated Source for Internal Systems (ISIS)

ISIS, Computer Alli's flagship intranet product, provides comprehensive business applications and information management without the hassle of buying, installing and updating software. 100% web-based and completely customizable - a key feature - ISIS is accessible online anytime and anywhere. So secure, meeting banking industry standards, ISIS guarantees you'll never worry about backups again. Key performance indicators are available at a glance on the ISIS executive dashboard. Easy to implement and use, ISIS streamlines business operations and lets you focus on driving your organization's success.

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Business Solutions Through Technology

Styro Systems' team of sellers, broken up geographically with locations in Atlanta, Miami, Orlando Jacksonville and Knoxville, now rely on ISIS to record and access information and to communicate with each other. "ISIS makes it convenient because the information is always in one place," affirmed Celestin. "Sales people hate to do reports but our growth plane requires that we consistently capture and update information – the simpler, the better. ISIS meets that need."

## THE BENEFITS

### Continuity

"Manufacturer's Reps are independent entrepreneurial sales people. " said Celestin. "If somebody leaves, their knowledge goes with them." With ISIS as the centralized hub for collecting customer profiles and competitive information, Styro Systems is better able to share best practices while maintaining the integrity of company information.

### Accessibility

"Sales people want to be out in the field, not in the office," stated Celestin, noting that Styro Systems' 25 year track record of success as a professional sales organization is further advanced by the accessibility of the contact and customer information housed in ISIS. "It is easier to introduce a new product because we have the contacts readily available in ISIS," continued Celestin. Employees typically meet on a quarterly basis so now they can also depend on ISIS to communicate and access information internally. ISIS has also added an unforeseen competitive element as employees began comparing their own and other's numbers of sales calls.

### Streamlined Reporting

Prior to implementing ISIS, generating the monthly reports required by the manufacturers represented by Styro Systems was inefficient and time consuming. Gleaning information from weekly emails from the sales force and relying on telephone calls to track down missing information was both unproductive and repetitive for Celestin. "Now, with ISIS, it is quicker and easier for the sales people to document their own results and have it compiled in one central location," said Celestin. [With ISIS' reporting functions] I can do a search and compile the competitive situations and highlighted sales calls to the manufacturers much more easily."

### Security

Styro Systems has discovered ISIS' comprehensive security measures to be of dual benefit – safeguarding both the company's important data and the sales force's resources in the field. "A sales person had his laptop stolen from his car. He had uploaded his sales presentations to ISIS and so was able to recover his data," Celestin disclosed. "What could have been a catastrophic loss was averted and he was able to productively get through his week. It is these types of experiences that reinforce how important ISIS is."

## THE FUTURE

The next step Celestin intends to take with ISIS is to leverage its strengths as a marketing tool. Envisioning email and constant contact blitz campaigns segmented by market, Styro Systems will direct a targeted message to each of its audiences, i.e. architects vs. builders. "Information mass is a challenge. We are generally working with a more sophisticated customer now; they have multiple sources of information and less time to give to sales reps," said Celestin. "ISIS is the first step in an on-going effort to be more focused and effective with our marketing resources."

With ISIS technology in place, Styro Systems aims to continue to expand in all of its markets. Although Styro Systems sells to customers primarily in the southeastern U.S., manufacturers, customers and influencers can be in wider ranging locations.

"Use of available technology like ISIS is helping us to take advantage of the many benefits of being an 'old-fashioned sales organization' while streamlining functions that will enable us to keep ahead of the pack in today's much faster paced environment."

— Lynn Celestin, Owner/Partner  
Styro Systems

To test drive ISIS and evaluate its benefits for your organization, please call (770) 614-7772 or visit our website at [www.ISISintranet.com](http://www.ISISintranet.com).