



## Polar Electro Hits Its Stride, Extending Market Reach with Help from GoldMine®

As technology has revolutionized countless aspects of our daily lives, physical fitness and sports training have not been left behind. Training is more scientific than ever before, thanks in part to Polar Electro. Since 1977, the company has been a leader and innovator in training technology as a major manufacturer of sports instruments, and heart rate monitoring, registering and evaluation equipment. Headquartered near Oulu, Finland, Polar Electro operates internationally in over 80 countries.

The company's large North American operation includes offices in Quebec, Canada; Lake Success, New York; and Albuquerque, New Mexico. Because Polar products can be used for a variety of health and training needs, the company's North American marketing and sales efforts aim to build relationships with several target groups, such as running, biking, fitness, sports clubs, outdoor, education, health care, and government.

With expanding North American operations, Polar began outgrowing its ACT! contact database in 2004. Specifically, it struggled with integrating contact records with its e-mail application, Lotus Notes®. Sales reps e-mailed in Lotus Notes, and then manually updated the contact database to reflect that activity – a step that cut into valuable sales time. Plus, with separate contact databases for 12 target groups, the company could not track and measure sales opportunities comprehensively.

### Seamlessly Linking E-mail and Contact Management

As the company explored other options, it acquired an Albuquerque company that used GoldMine® software from FrontRange Solutions. The team there had considerable success using GoldMine to track prospects and customers, and forecast sales.

Given the New Mexico division's positive experience, Polar wanted to move to GoldMine. However, Information Services had concerns about integrating the application with Lotus Notes, which it hoped to keep for e-mail. The company met with FrontRange Solutions partner Simple Technologies Inc., a subsidiary of 2M Technologies Inc., to discuss the feasibility of integrating the two systems. Simple Technologies introduced the company to BDS GoldNotes®, a solution made by FrontRange Solutions Technology Partner Business Development Solutions (BDS) that synchronizes GoldMine and Lotus Notes. The BDS application links e-mail, calendaring and contact records between the two systems, reducing double entry and disparate, inconsistent data for users.

Simple Technologies implemented GoldMine and BDS GoldNotes at Polar's New York offices, while upgrading the Albuquerque office. The partner simplified data management by migrating data from 12 disparate contact databases to a single Microsoft SQL database. Simple Technologies then cleaned and categorized the data so that teams could market specifically to each target group. Finally, the partner synchronized the two offices to enable daily data updates.

### Targeting More Prospects, in Less Time

Many on the North American Polar team – including staff in sales, marketing, accounting, information services, and company executives – uses GoldMine on a daily basis to manage contacts. Staff members no longer juggle two applications for e-mail and contact management. If only one application is running, activities that take place in one system are automatically updated in the other system. Likewise, any alarms set in GoldMine will pop up even when GoldMine isn't open.

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The integration saves users time every day by eliminating duplicate entry. “GoldNotes really helps our sales people work and document what happens with contacts without having GoldMine open all the time,” said Cynthia Stewart, Senior Network Administrator. “It’s all documented in GoldMine as they work. Before, they had to go back and do that documentation manually.”

With customization and guidance from Simple Technologies, Marketing at Polar can input specific criteria, and at the click of a button, build a list to target campaigns to specific groups in certain geographic areas. According to Stewart, this efficiency frees the team to reach out and build relationships with a greater number of prospects. “Marketing is able to offer products and promotions to specific groups that we sell to, whether they are trainers, clubs or doctors, on a scheduled basis,” Stewart said. “They easily pull out who they are and get in touch with them through e-mailing or mass mailing.”

Likewise, Polar – a company built on using measurement to enhance sports results – has an unprecedented level of insight into the success of its efforts with reporting in GoldMine. It can measure results by group and campaign, allowing it to refine and continuously improve its campaigns.

### A Polished, Organized Sales Process

Sales representatives and account managers depend on GoldMine History records to keep an up-to-date account of all communication with contacts, and on the integrated calendar to follow up at the right time. “I use GoldMine religiously,” said Michael Herlihy, the Running/Triathlon Account Manager at Polar. “GoldMine scheduling and follow-up reminders keep my approach organized. I can refer back to customer correspondence and keep tabs on all issues.”

Having used GoldMine at previous companies, Herlihy acts as the resident GoldMine expert, often providing brief overviews to new employees. The software’s ease of use shortens the learning curve for new reps. “What makes GoldMine such a success story is its intuitiveness,” Herlihy said. “It’s such a breeze to use, it makes the learning process so much easier.”

The combination of ease of use, targeted outreach and reporting helps keep Polar at the top of its game. And seamless integration of the e-mail and contact management applications using BDS GoldNotes lets Polar improve sales and marketing efficiency while maintaining its existing e-mail application.

“In terms of our profitability, this quarter, we have been able to meet and exceed our goals,” Stewart said. “Marketing has said that, this year, they were able to reach a larger audience than last year using GoldMine. They directly link that to our increased profitability.”

## Simple Technologies, Inc

A 2M Technologies Affiliate

### About 2M Technologies Inc.

Since 1987, 2M Technologies Inc. (2M) has been helping companies improve their business process through the strategic use of procedures and technology. Armed with both experience and technical knowledge, 2M can be a powerful partner in helping get businesses of all types to the next level. For more information, call 631-231-3255 or visit [www.2mtech.com](http://www.2mtech.com).

### AT A GLANCE

**Customer:**  
Polar Electro

**Industry:**  
Fitness Equipment  
Manufacturer

Employees: 125  
GoldMine users: 100

**Products:**  
GoldMine® Corporate  
Edition  
BDS GoldNotes®

**FrontRange Solutions  
Partner:**  
Simple Technologies Inc.,  
a subsidiary of 2M  
Technologies Inc.

**FrontRange  
Technology Partner:**  
Business Development  
Solutions, Inc. (BDS)

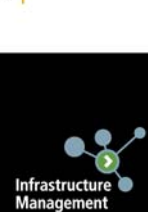
### GoldMine Business Benefits:

GoldMine and Lotus Notes are synchronized with BDS GoldNotes, which links e-mail, calendaring and contact records to reduce double entry and disparate, inconsistent data.

Staff members no longer juggle two applications for e-mail and contact management.

Marketing targets campaigns to specific groups more easily, freeing the team to reach out to a greater number of prospects – driving higher profitability the past year.

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### About Business Development Solutions, Inc. (BDS)

Since 1991, BDS has specialized in providing both off-the-shelf and customized database integration solutions to help customers have a single view of customer information to increase sales, decrease costs, and comply with government regulations. BDS GoldNotes is sold throughout the world and synchronizes e-mail, calendar and contacts between GoldMine and Lotus Notes. For more information, call (856) 787-1500 or visit [www.bdsdatabase.com](http://www.bdsdatabase.com).

### About FrontRange Solutions

FrontRange Solutions develops award-winning software and solutions used by more than 130,000 companies and 1.2 million users worldwide to manage a wide variety of business relationships and provide exceptional service. FrontRange product families, designed specifically for small- to mid-sized enterprises and distributed enterprise organizations include: GoldMine® for business relationship management, team-based contact management and sales force automation solutions; IT Service Management with HEAT® and ITIL standards-based modules for complete service management; Communication Management including IP Contact Center for reduced telephony costs and increased agent productivity, streamlined customer service and communications. Customers representing 44 percent of the Fortune 100 and 76 percent of the FTSE 100, include Coca-Cola, Shell Oil, Prudential Securities, Électricité de France, Mack Trucks, Campbell Soup, Avaya, Bechtel Corp, Bank of America, and Turner News Network. For more information, call (800) 776-7889 or visit [www.frontrange.com](http://www.frontrange.com).

### GoldMine Business Benefits, cont'd.

Sales and Marketing have an unprecedented level of insight into the success of its efforts with reporting in GoldMine.

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