



## ForceLogix Delivers on Sales Performance Management

Helping organizations hit their sales numbers, and deliver on forecast and beyond. That is the business of ForceLogix. While companies have spent millions on technologies such as CRM, Business Intelligence, and Sales Force Automation, most of these tools only provide one-dimensional sales data. Worse yet, these approaches often don't shed light on the leading indicators of sales performance (pipeline accuracy or stability, forecasting accuracy, and sales call history), and often end up overwhelming sales managers with more reports or information.

The real problem? Companies need complete visibility into the sales environment to drive more revenue and enhance sales effectiveness. Founded in 2005, ForceLogix set out to change this by pioneering a new class of solutions, Sales Performance Management, or SPM.

ForceLogix Co-Founder, President, and CEO Patrick Stakenas recognized the problem with sales force effectiveness more than a decade ago. At the time, he was managing a field sales force of several hundred. He built a sales performance management application with Microsoft® Excel® that allowed him to achieve some "huge results tracking and managing sales teams differently — looking at both financial metrics and coaching opportunities." He then continued to refine his

methodology and approach, working with larger sales teams, and then in 2005, combined forces with several other former sales executives to create ForceLogix's on-demand SPM, built entirely on the Microsoft .NET platform. It provides companies with a unique way to improve the effectiveness of their sales force.

### Increasing the ROI of Sales Teams

The company's flagship, Sales Force Optimizer, helps companies more effectively manage their sales force, grow sales revenue, and reduce sales and marketing expenses, all while leveraging their existing IT investments. In addition to Sales Performance Management, the product takes advantage of Business Intelligence and Sales Analytics — and is delivered via

### ForceLogix At-A-Glance

**Business:** Offers an on-demand Sales Performance Management solution that helps companies better track and manage their sales force.

**Challenge:** Needed to develop a highly scalable SaaS-delivered model that could be deployed quickly, and enable the customization required.

**Solution:** Deployed as a SaaS ASP.NET 2.0 solution that uses Microsoft .NET Framework, and Web servers using Windows Server 2003, and IIS6.

**Results:** Through measuring, monitoring, evaluating and coaching, companies typically see a 17-25% increase in sales performance. When utilizing Optimizer, Sales Managers spend 20-40% less time doing administrative tasks, and the time to prepare for annual sales person evaluations is reduced by 65%.

[www.forcelogix.com](http://www.forcelogix.com)

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— Troy Wing, ForceLogix Chief Technology Officer

a Software-as-a-Service (SaaS) model.

Explains Stakenas, “We are the only application in the market that drives sales performance through a combined set of data including both objective and subjective data. We simplify the sales management process and allow for the sales manager to have everything they need to coach, manage, mentor, rank, rate and evaluate their sales people. Our application rolls all this data up to many levels of management, allowing clear visualization of the leading indicators to revenue or predictors to future revenue.”

The company’s SaaS product, available on a subscription basis, has built-in proprietary algorithms that allow for companies to monitor the accuracy of their pipeline, the accuracy of their forecasting, and to track if a sales rep has performed on leading indicators to revenue.

As an example, Knightsbridge, a division of Hewlett Packard, is using ForceLogix’s Optimizer solution to access, measure, manage and optimize its sales force, as are many others in the pharmaceutical, life sciences, and high-technology/financial services fields.

Says Stakenas, “We have customers who have seen increases in sales of as much as 30 percent over the previous

year’s sales. We often start with a small group and then grow deeper in the organization. The application is highly configurable to allow our customers to integrate the system into their current environment regardless of the ERP, CRM, LMS HRIS systems or legacy. We can integrate or export data from almost any system and drive the data to Optimizer.”

#### A Robust, Scalable, SaaS Business Model

The ForceLogix solution is fully scalable from two users to tens of thousands.

Explains Stakenas, “Microsoft .NET allowed us to increase our speed to market while building a robust system that is configurable at the customer level. Combined with SQL Server™ as our database we can easily scale to meet the needs of our customers.”

The ForceLogix solution is deployed as a SaaS ASP.NET 2.0 solution that uses the Microsoft .NET Framework, and on Web Servers using Windows Server® 2003 and Internet Information Server 6.0. The company’s primary development tool is Microsoft Visual Studio® and Visual C#®, and the data repository is SQL Server 2005.

Explains ForceLogix’s Chief Technology Officer, Troy Wing, “This architecture enables us to deploy a multi-tenant application using a browser-based solution with a rich-user experience, especially with the recently released AJAX libraries. Microsoft SQL Server Reporting Services allow us to quickly deploy custom reports over the web for different customers.”

According to Wing, “Microsoft offers the most integrated suite of software products available, making it far easier to deploy solutions for our customers. SQL Server 2005 has an extremely rich set of

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functionality that enables us to provide data-related solutions very quickly and easily. Also, by far, the most superior development environment is Microsoft Visual Studio. Nothing compares to it, and Eclipse is far behind.”

As a Microsoft registered user, Stakenas says they have received great support from the Emerging Business Team, and will be part of the upcoming Microsoft Titan release of its Microsoft Dynamics™ Live CRM product this fall. The company also recently developed an offline synchronization solution using Microsoft SmartClient, Clickonce, and SQL Compact Edition technologies.

■ To find out more about Microsoft’s Emerging Business Team and the Microsoft Partner programs available for startups, go to [www.MicrosoftStartupZone.com](http://www.MicrosoftStartupZone.com)

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#### Microsoft Technologies

- Microsoft ASP.NET
- Windows Server 2003
- Microsoft SQL Server 2005
- Internet Information Server 6.0
- Microsoft Visual Studio, and Visual C#