



PACIFIC DATA MANAGEMENT, INC.

CUSTOMER PROFILE

The Challenge

Dantz Development faced a challenge: the company wanted to provide the best possible customer service with a system that fit its limited budget. The system had to track specific customer data and allow customer service representatives to use that data efficiently and quickly. As company needs grew, the system had to meet new needs by automating production tracking, literature requests, and more. At the same time, the system had to be affordable to modify and administer.

The Process

Research and referrals from other business owners led Dantz to Pacific Data Management. Dantz chose PDM because PDM's programmers were highly experienced database developers who could accurately estimate projects. Since PDM dedicates an administrator to manage each project, Dantz could rely on a single point of contact who would manage the system design based on the company's requirements. The PDM contact would coordinate the entire process and be available around the clock to solve problems and answer questions. That personalized and professional service was exactly what Dantz needed.

DANTZ DEVELOPMENT CORP.

PACIFIC DATA MANAGEMENT

Dantz Development Corporation publishes Retrospect, the best-selling backup software for the Macintosh®. Recently, the Orinda, California company embarked on a project to improve customer service with an automated, user-friendly system. The resulting database developed by Pacific Data Management was so successful that it has evolved into a company-wide information system that centralizes customer information in one location and provides data access to nearly every department.

Jon Bjork, Director of Operations at Dantz, chose PDM based on recommendations from other business owners in the high-tech industry. A programmer himself, Bjork appreciated PDM's programming skills and thorough knowledge of databases. Bjork also wanted professional consultants who could estimate jobs accurately, remain within budget, and give him realistic feedback on specifications he requested. "It's really nice working with competent people like PDM," reports Bjork. "I know I'm getting the right answer the first time."

John Beaulieu Customer #: 158147
 Created by Import Module on 1/4/95 at 4:03 AM
 Last modified by Designer on 4/10/95 at 9:19 AM

Beaulieu John Mr 408.283.5900 22
 Last Name First Name Middle Name Sal. Work Phone Ext.
 Pacific Data Management Programmer 408.377.8118
 Company Title Home Phone
 Address 55 S Market St 408.283.5903
 Ste 1410 FAX
 Country USA PDM 76020.334
 San Jose CA 95113 - 2327 AppleLink CompuServe
 City State Zip Code pdm@pdm-inc.com
 Other E-Mail

Customer Notes
 Usually at work after 5:00 PM and available for Technical Support callbacks.

Registration (3)

Cons	Lock	Reg #	Ver	Product
		U1011100143	1.1A	DiskFit Pro DOM NFR
		U5060001009	2.1A	Retro Remote
		U5102000704	2.1A	Retro Remote DOM 10

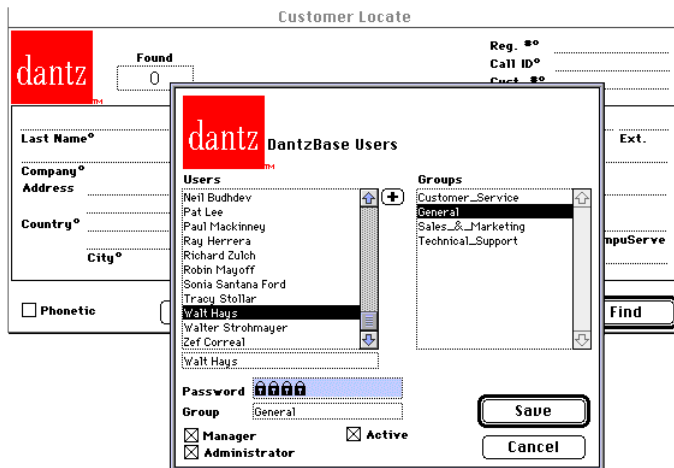
Contacts (10)

Group	Origin	FU	Date	User	Summary
G			4/29/95	Designer	Trade Show; Macworld Expo 01/95
G			4/29/95	Designer	Administrative; Fbc-It/Replacement Disk
G			4/29/95	Designer	Administrative; Contact/Company/Address Change
G			4/29/95	Designer	Administrative; A/C Code Replacement

Dantz tracks detailed information about customers in the graphical, easy-to-use database.

In a few months, PDM built a database called DantzBase that tracks over 1.5 million customer records. Any time a customer calls Dantz for assistance, customer service representatives can search the database by any of several criteria, including customer name, registration number, or company name to access the customer's record. The record includes a call history that gives users a description of the customer's past problems or product orders, saving time from asking the customer to explain past issues. Requests for product upgrades or literature are entered into the system and later downloaded to an outside fulfillment house that sends the items to customers. Employees no longer have to leave their desks to fulfill requests, giving them more time to concentrate on helping customers.

Behind the scenes, the Production Department uses the database to enter product orders, including the number of products required and a purchase order number. The database automatically searches for the last registration number, generates new registration numbers, and creates a record for each new product. With this system, Dantz can crack down on illegal software sales to foreign countries by tracking the source of each product. Dantz can also use the data to analyze the effectiveness of every sales channel, including retailers and OEMs.



The built-in password system ensures database security.

To manage data in a tailored and personalized manner, end-users with password access can actually configure parts of the database. This capability provides long-term flexibility for Dantz since the database can evolve as user needs change. “I did not want to have to keep going back to PDM every time we wanted to add a new item. For example, PDM made it possible for us to easily customize choice lists, giving us flexibility with our system,” notes Bjork.

The Dantz database includes Virtual Janitor™, an innovative tool that automatically scans the data and corrects inaccuracies or flags problems, a task that would take an employee hundreds of hours to accomplish. For example, after Dantz imports mailing lists into the database, Virtual Janitor formats the names correctly and flags duplicate records, saving the company money by eliminating duplicates and maintaining consistency in the mailings.

PDM designed the database to run itself. As system administrator, Bjork reports that he rarely needs to devote time to the system. Bjork was highly involved in the creation of the system and appreciates that PDM accommodated his requests, from overall departmental integration to moving buttons on a screen by a single pixel. “I would definitely recommend PDM to other companies needing systems,” he says.

Dantz is now planning to integrate the technical support and sales departments into the database, allowing nearly every department to take advantage of the extensive customer information. Most importantly, every Dantz customer will benefit from personalized service. Summarizes Bjork, “This database proves to our customers that Dantz truly cares about the service we provide.”

The Benefits

Using the PDM database, Dantz is empowered with comprehensive and accurate information, enabling the company to provide superior customer service. In a short period of time, PDM implemented the custom database that supports Dantz’ ongoing commitment to provide quality customer service. Internally, customer service representatives benefit from immediately accessible, quality information, resulting in improved employee morale. The database also delivers an unanticipated but welcome benefit—it saves Dantz significant time and money.



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