



The next time you go to a conference you may very well see Digitell, Inc recording all the sessions and making the resulting materials available on CD ROM. Digitell, an upstate New York based high-tech company, began recording conference material on audio cassettes 18 years ago. Digitell's No Cost-No Risk business model has been extremely popular with associations looking to provide quality educational products to their attendees. Recently, Jim and Steve Parker have been taking advantage of their high tech skills and creating multi-media CD-ROMs. Many of their original competitors still only produce audio cassettes.

There aren't that many major conferences in Mayville, New York, so Digitell's 12 person staff finds itself on the road frequently. Until recently that staff had no real customer database and no automated way to coordinate their activities. Steve Parker, who manages Digitell's sales effort decided it was time to address this issue.

Steve's criteria were simple. He needed a web-based, hosted CRM system that was easy to use and would allow his team to be up and running quickly. In addition, Steve needed to do some field customization to track things like when each conference was scheduled, where it was, the number of attendees, the number of sessions and things like that. That was the first order of business.

More long term, Steve was thinking he might eventually want to bring the entire system in house someday. But more importantly, Steve wanted to be able to automate all of Digitell's processes. There are many steps involved in coordinating their effort with each client. And, these steps needed to be translated from paper into a system.

Digitell's investigation of CRM systems brought them to Accpac CRM and to one of Accpac's top dealers, Computer Control Corporation (recently awarded ACCPAC President's Club status). Three months into their implementation, Digitell has already seen the positive impact of the system. Accpac CRM has already helped land new business and, more importantly, is helping Digitell provide even better service to their existing clients.



There is almost always resistance to change in any organization. But, at Digitell, the reaction to this new system has been, "Oh my God, this is going to make my job so much easier."

Now that the database is stocked with over 4,000 prospect and client records, Steve Parker and the Digitell staff are looking forward to automating their processes, and beginning some serious marketing campaigns.

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