

NEW MEXICO ECONOMIC DEVELOPMENT DEPT.



GOLDMINE[®] HELPS THE STATE OF NEW MEXICO ATTRACT NEW BUSINESSES TO THE STATE

Organization

New Mexico Economic Development Department

Web Site

www.edd.state.nm.us

Industry

State Government

Products

- GoldMine[®] Corporate Edition
- OmniRush[®]
- MasterMine[™]
- Inaport

Partner

PEAK Sales Consulting, LLC & StarCare Systems

Environment

System: Windows 2000
Users: 63
Departments: 9, both local and remote

Contact Information

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Business Profile

The New Mexico Economic Development Department (EDD) facilitates business opportunities and growth throughout the state. EDD provides a wide range of services for New Mexico businesses & communities as well as information for corporations considering a relocation or expansion into their state.

EDD is comprised of several divisions, including:

- Office of the Secretary
- Economic Development
- Film Office
- Mexican Affairs & Trade
- Military Base Planning
- Border Authority
- Science & Technology
- Space Commercialization
- Administrative Services Division

The Challenge

A need for a centralized customer management database was identified by executive management within EDD in 1999. The primary objective was to implement a department-wide database that would allow each division to collect and report on its measurements for success.

A Request For Proposal (RFP) resulted in a professional services contract being awarded in 1999 to develop software requirements and implement the Onyx customer management software customized to meet the specific needs of the EDD. There has been a series of complications around successfully implementing Onyx since implementation in 2000, and the software has never been fully utilized within the Department as originally envisioned by executive management.

Since significant funding would be required to further customize Onyx and the fact that user adoption would be difficult due to past experiences, the EDD developed an in-depth requirements analysis to define the project objectives and user requirements. An evaluation committee was formed to assess all possible alternatives.

The Solution

In the winter of 2004, after an intensive analysis of various options, including customiz-

ing Onyx, developing a home-grown system, and evaluating other existing CRM products, EDD decided on FrontRange Solutions' GoldMine Corporate



Edition for their 63 users. "GoldMine was the perfect solution. It is a feature-rich and flexible environment with powerful customization capabilities, all in an easy-to-use system," said Kari Fresquez, IT Manager for EDD. "The MS SQL back-end database is very powerful and scalable to meet our growing needs," added Fresquez.

With the product decision made, EDD brought in the team of PEAK Sales Consulting, LLC and StarCare Systems as their consultants to perform the implementation, customizations, and training. "The PEAK/StarCare team worked with us to customize GoldMine to support our existing business processes. They even customized their user training to model our processes so the users could totally relate to how GoldMine should be used in their day-to-day operations," said Fresquez. Additional work performed by

their consultants included; adding user-defined fields and views, setting up security to isolate and secure information between departments, developing custom tabs, importing users' data from other sources, setting up remote users for synchronization, providing administrator training, and more.

With the intuitive user-interface of GoldMine, the users are able to easily navigate around the system. Follow-up items are no longer forgotten or lost with the powerful calendar

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and scheduling system. EDD can now generate custom letters and emails to prospective businesses looking to relocate to New Mexico without wasting lots of time and resources. With EDD business processes in place, GoldMine helps deploy them by managing the flow of information and scheduling the follow-up activities needed for each step of the processes.

GoldMine's built-in reporting allows EDD to generate management reports which can track business prospects, user activities, and various metrics for more informed and timely decisions. Since the GoldMine system is entirely integrated, users can now schedule activities, print letters and labels, send email, and track all their client relationships, all from one single system.

Some of EDD's remote locations have GoldMine set up on their local server, which then synchronizes all their updates with the central system, automatically. “By creating a central knowledge base of all employee activities with their clients, it has really increased the knowledge and team work across divisions,” said Fresquez.

The Results

The New Mexico EDD now has a fully functional, department-wide contact management database. This database tracks all contacts and subsequent activities handled by the various divisions within EDD. The hardest part of implementing the new system was getting user buy-in, but after using it for a couple of weeks the employees really started to see how the system could make their jobs easier. The benefits of the new GoldMine system are plentiful.

To start, they have a tool for EDD staff that is integrated with the current business processes utilized within the department to manage business leads and projects. EDD has more accurate and complete data available in a more timely fashion.

GoldMine allows departmental employees to follow-up with potential leads. With the data being collected, Goldmine will be used to market to their target audiences easier, faster and more accurately, as well as determine the success of participating in certain marketing activities such as trade shows.

EDD Management and personnel are able to make better decision about what to focus on. They have streamlined their current business processes, thus eliminating redundancy.

More complete and accurate information is improving reporting and trend analysis, which is resulting in more accurate reporting on personnel activities and performance measures. Users who travel can take their GoldMine data with them on their laptops and continue working while away. When they get an Internet connection or return from their trip, they simply synchronize their changes.

“What we are doing next is automating our faxing capabilities by implementing OmniRush[®] (from Z-Firm LLC) and linking it with our GoldMine database,” stated Fresquez. EDD is also installing Inaport from InaPlex Limited for better data manipulation and importing, and MasterMine[™] from MasterMine Software, Inc. for in-depth and flexible data analysis. Of course their Partner, the PEAK/StarCare team, will be helping them with the implementation and training for these next steps.

“The amount of knowledge and training we received from PEAK/StarCare was incredibly useful. We couldn't have done this project without them. We also couldn't believe how quickly the system was implemented, customized and completed,” concluded Fresquez.

