



Count on Collins, count on success.



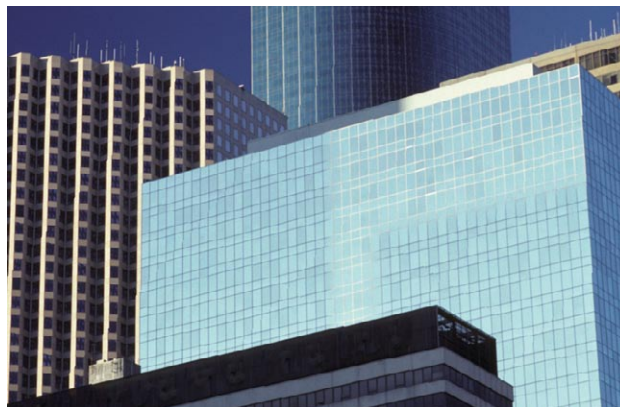
Case Study

Sperry Van Ness Selects GP to Continue Explosive Growth

Sperry Van Ness, founded in 1987 and based in Irvine, Calif., sells commercial property by proactively marketing all listings to the brokerage and investment community nationwide. The company needed to find a centralized method to manage its complex financial operations, which include nine distinct companies, separately budgeted and operated corporate and regional offices, and financial transactions with its vast external brokerage network with individualized processing for billings, commission payments, marketing allocations and 1099 submissions, as well as the need to track profitability.

“Without a doubt, technology is a key reason for our explosive growth,” said Tom Sanchez, CIO for Sperry Van Ness. “We already have a custom software tool built on Microsoft technologies that

integrates with Microsoft Dynamics CRM and, in our opinion, puts us far ahead of the competition. We expect that adding Microsoft Dynamics GP will offer an even higher level of proficiency.”



Sperry Van Ness leveraged custom-built applications based on Microsoft® .NET, the Microsoft Virtual Earth™ platform

and Microsoft CRM 3.0 to create an interactive mapping tool that helps its advisors locate and showcase properties, an automated publishing solution that saves the company 75,000 hours per year in creating property brochures and Web sites, and a customer contact database that integrates directly into the tools. With the issues listed above, Microsoft Dynamics GP quickly came to the forefront as the right solution to handle these extensive processes as part of an overall Microsoft Dynamics platform.

Fast Facts

Company Profile

The only brokerage firm that markets all properties on a national basis to a 100,000-strong brokerage and investment community.

Industry

Commercial Real Estate

Geography

United States (nationwide)

Challenges

Needed a centralized data solution, creating an umbrella for all regional offices across the U.S.

Solution

Sperry Van Ness utilized multiple Microsoft products, including Dynamics CRM, Dynamics GP, and SQL Server to consolidate data to quickly access billings, commissions, and 1099s from a single resource.

Results

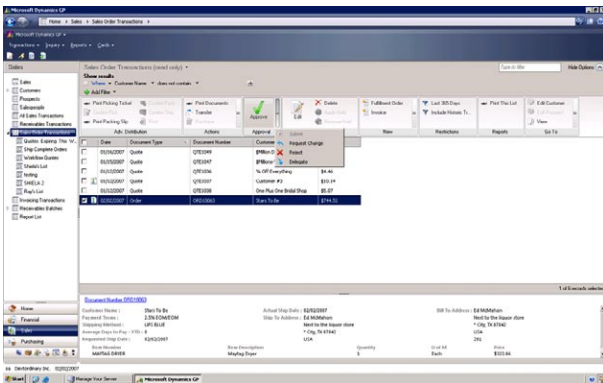
Centralized solution allowing company to manage complex financial operations with ALL the data, resulting in better profitability.

Why Collins Computing?

The Mission Viejo, Calif., office of Collins Computing Inc., a Microsoft Gold Certified Partner and Microsoft Business Solutions' 2006 Sales and Marketing Partner of the Year, implemented Sperry Van Ness' new solution. The company specializes exclusively in Microsoft Dynamics GP and Microsoft Dynamics CRM implementations. Collins Computing is the only Microsoft partner worldwide named as a top Microsoft Dynamics solutions partner every year since 1995, making the decision process easy for Sperry Van Ness.

Software Utilized for Solution

- ◆ Microsoft CRM 3.0
- ◆ Microsoft GP 9.0
- ◆ Microsoft SQL Server 7



Microsoft Business Solutions
ISV/Software Solutions

Benefits

Cost Savings

Dynamics GP provides Sperry Van Ness quick access to billings, commissions, and 1099 submissions from a single resource.

Easy Administration

Dynamics GP and CRM are easy to support, since they resembles the functions of other Microsoft applications. Sperry Van Ness had a very short learning curve after the installation, as a result.

Enhanced Productivity

By using Dynamics CRM and Dynamics GP, Sperry Van Ness employees were able to quickly access the data they needed, reducing wait times for crucial sales data.

Access to centralized information

By utilizing Dynamics GP, Sperry Van Ness was able to quickly access complex financial data to make analytical decisions.

Both Microsoft Dynamics GP and Microsoft Dynamics CRM are powerful business-management solutions that can empower people and organizations by allowing easy access to information where and when people need it. Together, they help equip an organization with a complete view of customer information and broad, deep business management capabilities. Based on the familiar People-Ready Microsoft Office interface, both products are easy to configure, maintain and use, further adding to overall return on investment.



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