

# Success Stories

## The Right Marketing Tool At The Right Time

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**Harness The Power Of Client Testimonials To  
Showcase Your Firm's Experience And Expertise**



*If you say you are good at what you do, it sounds self serving.*

## If others say you are good, it's credible.

Testimonial selling is one of your most valuable tools. When your clients commit their praise in a written form, the value of this tool is dramatically increased.

Used to promote everything from oven cleaner and automobiles to presidential candidates—testimonials are popular because they work. If you are not building a library of case studies that share the story of your involvement in your clients' success—you could be missing a golden opportunity.

Tango Marketing's turnkey success story program is designed to harness the power of your customers' words for maximum benefit. Our success stories spotlight your best clients in professional case studies detailing how you have helped them succeed. The result is a powerful selling tool—perhaps the most powerful tool in your sales arsenal.

*You might be able to do it yourself, but...*

Maybe you've tried creating your own success stories in house. Were you pleased with the results? Having a professional marketing firm like Tango produce your success stories has distinct advantages, including:

1. Our professional copywriters deliver compelling content.
2. Our graphic design team ensures an eye-catching presentation.
3. The result is professional, polished—never homemade looking.
4. Your clients are less inhibited when speaking to a neutral interviewer than a member of your staff.
5. Your time investment is minimal—freeing you to focus on what you do best!

*It makes sense to hire the experts*

Tango has written more than 600 success stories—we know how its done.



"I'd like to have a success story for each and every one of our clients. Tango and every one of our clients. Tango success stories are a powerful tool to demonstrate our experience with the product. When marketing to prospects, it's very effective to present them with a story of a client we've helped that's in their same industry."

Bill Delgado, Keystone Software Solutions

We know how to elicit powerful quotes from your clients and focus the story on how your firm and how your firm's solutions are solving real-world business problems and delivering a positive return-on-investment. What's more, we know how to write engaging content that contains the right balance of technical details and human interest.

Our professional copywriters will create, proof, and edit your story to ensure it delivers the right message in the right format. Our graphic design team will create a custom layout that ties in with your firm's other marketing collateral and makes a bold statement.

Chances are you'll only get one opportunity to gather such an in-depth testimonial from your client. Make it count.

## *You've Got Questions. We've Got Answers.*

### **How much work is it for us?**

Our turnkey program makes it extremely easy; just okay the project with your client and provide us their contact information. We'll take it from there!

### **What is the process?**

Tango Marketing conducts a brief phone interview with your consultant to gather some background details, then interviews your client and writes 600-800 words of story content. You choose from our library of sample layouts — or we'll work with you to create your own unique graphical layout and custom color combination.

### **How long does it take?**

Experience tells us the single longest part of the project is scheduling the interview with your client. Once the interview is completed, you can expect to see a draft of the story within two to three weeks.

### **What do I get, and how much does it cost?**

Tango offers two success story options to choose from, with discounts for packages of three or more stories.

- Our Enhanced Program includes an accompanying piece of marketing collateral, such as a business letter or e-mail content. Use it to launch an entire campaign around your success story.
- Our Basic Program is hardly basic—it's a turnkey package complete with printed copies and a frame-ready poster for presentation to your client.



“Thank you for making me look good! I will continue to send these your way and I really appreciate the quality of your products. I still don't know your secret to doing these so well and so efficiently.”

Geni Whitehouse, Even A Nerd Can Be Heard

“The success story you created for us has blown us away and now we have many companies looking at that solution. We have even closed a large deal and have many more in the hopper with just with your story. Great work!”

Barry Yantha, MDKS Group

## STORY WORKFLOW

1. Gather Background Information

2. Client Interview

3. Write and Edit Story

4. Customize Colors and Layout

5. Your Edits Incorporated

6. Your Client's Edits Incorporated

7. Deliver Final PDF and Prints

### What if we need a library of success stories?

We think that it's a great idea to have a library of success stories categorized by industry, product, or solution. Tango Marketing also offers you savings when you commission a group of three or more success stories at one time.

### I'd like to take advantage of a three-pack of stories, but don't yet have all my candidates lined up. What should I do?

Take advantage of our volume pricing and name your success story candidates whenever you're ready. Your order is valid for 18 months from the date of purchase.

## Leverage Your Story

### *Search Engine Optimization*

Tango purposefully incorporates keywords and phrases into the PDF version of your success story. What does this mean to you? It means that in addition to being a great read, your story is working to drive traffic to your Web site.

### *Build a Campaign*

Use your success stories as part of a larger marketing campaign. Our Enhanced Program includes content for an e-mail or business letter that highlights how you and your solution are solving a particular business problem. We'll work with you to develop a compelling call to action to help ensure your campaign is a success.

### *Nurture Marketing Tool*

Success stories make ideal collateral for your nurture marketing campaigns. Include a link to the stories in your e-mail blasts and a printed copy of the story with the business letters you send out.

### *Combine Two Powerful Tools*

Consider combining your success story with a press release, especially if we're writing about a recent implementation. Over the years we've noticed something interesting about our press releases. The most highly viewed press releases relate to a new sale or a happy client—in other words they relate to a success story.

Press releases and success stories go hand-in-hand. They are the perfect complement to each other and should be leveraged together as part of your marketing efforts. Two powerful marketing tools—made more powerful in combination.

# Customize Your Story

**Microsoft Dynamics CRM Online Professional Sports**  
CLIENT SUCCESS STORY

## Florence Freedom Scores With Microsoft Dynamics CRM From Sports

**Client:** Florence Freedom  
**Industry:** Minor League Baseball  
**Location:** Florence, Kentucky  
**No. of Locations:** 1  
**No. of Employees:** 10  
**System:** Microsoft Dynamics CRM Online

The Florence Freedom are part of the Frontier League, a 12-team independent Professional Baseball League established in 1993. The team relies on ticket sales for much of its revenue. Group sales and season ticket holders drive the most valuable revenue source and are therefore actively courted by the organization. When Florence Freedom became incredibly busy...

To boost performance, Brown discovered he would have to upgrade each of the workstations with more powerful processors and operating systems. They either purchased new or looked for a powerful CRM solution that could handle customer information, streamline business processes, allow the company to track and analyze its performance, and provide a central database of all client information.

Microsoft Dynamics CRM Online offered the functionality we were looking for and the familiar Outlook-style interface, for which we had the use of Outlook.com." Another benefit of the solution quickly became apparent. "Since we are able to go up and running—well, if our existing data converted in the new system—within two weeks," he says.

**Applications Strike Out:** "As our organization grew, we required more sophisticated means to track our progress and manage our relationships," explains Chris Brown, president and CEO of Florence Freedom. "When we started our five-year saga, Outlook Business Contact Manager was sufficient, but as our number of contacts grew to more than 20,000, it needed assistance handling the relationships that led to more ticket sales, they turned to Socius and Microsoft Dynamics CRM Online."

**Applications Strike Out:** "As our organization grew, we required more sophisticated means to track our progress and manage our relationships," explains Chris Brown, president and CEO of Florence Freedom. "When we started our five-year saga, Outlook Business Contact Manager was sufficient, but as our number of contacts grew to more than 20,000, it needed assistance handling the relationships that led to more ticket sales, they turned to Socius and Microsoft Dynamics CRM Online."

## Skin #1 Sample

**socius**  
Microsoft Dynamics CRM Online Professional Sports Partner of the Year 2008

**About Socius**  
Serving as a strategic business consulting partner, Socius provides the comprehensive technology-enabled business management solutions that small and medium market businesses need to compete successfully in today's economy.

Socius provides a unique approach to consulting services. Our relationship goes beyond that of a typical vendor by establishing close ties to our clients, our representatives become genuine business partners and we work together to ensure their success.

Socius also shared Florence Freedom how it could upgrade the single, centralized database to meet their business needs. "We upgraded the database to ensure sales activities and then assigned contracts to a specific territory," explains Brown. "Each sales representative has their own territory, and as they begin to do so, they only see the contacts in their territory."

Brown praises the management reporting tools the software provides that allow him to monitor individual performance and other factors affecting the organization's sales process. "By monitoring the disposition of each call we see where we are successful and where we are not," he says. "For example, if we see that one representative is having difficulty reaching the decision maker, we provide them with strategic training."

**A Real Team Player**  
Brown appreciates the local support that Socius provides, contrasting it to the impersonal help lines provided by many local CRM systems. "We have a Service Desk provider as well as your support," he concludes. "They know our business and therefore can quickly address our problems efficiently and professionally."

**Microsoft Dynamics CRM Online offered the functionality we were looking for and the familiar Outlook-style interface, for about one-third the cost of Salesforce.com. Socius was able to get us up and running—with all our existing data converted to the new system—within two weeks."**

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## Customization Options

1. Select a "skin" to use as your story layout.
2. Select your colors, we can use CMYK or Pantone PMS.
3. Pick your typeface:
  - Helvetica Neue
  - Frutiger
  - Univers
  - Adobe Garamond
  - Minon
4. Choose a paragraph style:
  - Text is left aligned with ragged right
  - Text is justified left to right
5. Is hyphenated text permitted? (recommended for justified text)

**Sage Accpac ERP Paint Manufacturing**  
CLIENT SUCCESS STORY

## ADSS Global Paints a Successful Future for Benjamin Moore

**Client:** Benjamin Moore & Co.  
**Industry:** Paint Manufacturing  
**Location:** Montvale, New Jersey  
**No. of Retail Stores:** Over 4,000  
**No. of Employees:** 2,500  
**System:** Sage Accpac ERP

Benjamin Moore & Co. earns its reputation for excellence by manufacturing the finest paint products available and backing its products with a knowledgeable sales force. Benjamin Moore sells its products exclusively through over 4,000 independent retailers and 70 company-owned stores, allowing the company to deliver exceptional service to designers, home owners, and painting contractors across the nation.

To help in the successful management of its own internal accounting functions and to add its stores in managing theirs, Benjamin Moore relies on Sage Accpac ERP and the talented team of ADSS Global.

**A Solid Solution**  
Recently, Benjamin Moore decided to offer a turn-key point-of-sale and integrated ERP solution to its stores. The goal was to provide independent retailers with an affordable, easy-to-operate solution that would deliver the business facts and insight their retailers need to successfully compete in the marketplace. For its corporate stores accounting function, Benjamin Moore decided to go with Sage Accpac ERP. After seeing that many of its independent retailers were using Sage Accpac, with great success, we investigated it further," recalls Bill Johnson, Director of Retail Systems for Benjamin Moore. "As a result, we determined that not only was Sage Accpac ERP a solid solution, it was also the right match."

The next step was to build an integration between the Sage Accpac ERP and to add its stores in managing theirs, Benjamin Moore relies on Sage Accpac ERP and the talented team of ADSS Global.

**CHALLENGE**  
Benjamin Moore needed a powerful and flexible ERP solution to manage its complex business operations and to add its stores in managing theirs.

**SOLUTION**  
ADSS Global provided a turn-key solution that integrated Sage Accpac ERP with Benjamin Moore's existing systems and provided a solid foundation for future growth.

**RESULTS**  
Benjamin Moore has a solid foundation for future growth. The integration of Sage Accpac ERP and ADSS Global's services has allowed Benjamin Moore to successfully manage its complex business operations and to add its stores in managing theirs.

## Skin #2 Sample

**ADSS Global**  
Microsoft Dynamics CRM Online Professional Sports Partner of the Year 2008

**ADSS Global**  
ADSS Global is a leading provider of Sage Accpac ERP solutions for paint manufacturers. We have over 100 years of experience in the paint industry and are a proven leader in providing solutions with integrated business systems. Our services include: Accounting, Inventory, Customer Relationship Management (CRM), and Retail Management.

**Witteland Business Park**  
250 Spryngton Drive  
Carmel, IN 46031  
914.713.1000

**South Station**  
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**IT Infrastructure News and Information Provider**  
CLIENT SUCCESS STORY

## Thomson Reuters Turns to Net@Work For An Intelligent Technology Solution

**Client:** Thomson Reuters  
**Industry:** News and Information Provider  
**Location:** St. Louis, Missouri  
**No. of Employees:** 10,000  
**System:** Net@Work

Thomson Reuters is the world's leading source of intelligent information for business and professionals. The company combines industry expertise with innovative technology to deliver critical information to leading decision makers in the financial, legal, tax and accounting, scientific, healthcare, and media markets—powered by the world's most trusted news organizations. Thomson Reuters has a worldwide presence, with 50,000 employees in 93 countries.

**Expert Project Management**  
Net@Work managed the project from conception to completion, coordinating resources, subcontractors and working closely with the internal team at Thomson Reuters.

"They streamlined the project for us," says Densberg. "They assigned it one lead hand and then followed that way through to the end."

**Strategic Multi-Sourcing**  
Recently, the organization launched a new strategic initiative that required the construction and configuration of a new data center facility. It was a complex project, combining both hardware, network, and right server, and complex system architecture. To ensure the project was designed, engineered, wired, and delivered on time and to specification, Thomson Reuters hired the technology experts at Net@Work.

"Net@Work was able to fill a gap, and delivered the expert services we needed to successfully complete this project," explains Adam Densberg, vice president of multi-media for Thomson Reuters.

Densberg noted to Net@Work for assistance with this project based on prior working experience that Thomson Reuters had with the firm. "The company has a wide range of technical competencies," Densberg notes. "From networking, to server setup and maintenance, to backup and redundancy functions, Net@Work handles it all."

**Net@Work was able to fill a gap, and delivered the expert services we needed to successfully complete this project."**

## Skin #3 Sample

**Net@Work**  
Microsoft Dynamics CRM Online Professional Sports Partner of the Year 2008

**Client:** Thomson Reuters  
**Industry:** News and Information Provider  
**Location:** St. Louis, Missouri  
**No. of Employees:** 10,000  
**System:** Net@Work

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