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CASE STUDY



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-James Moorhead, Vice President of Sales and Marketing

Airline Hydraulics

Success Story

Corporate Profile:

In 1949, M. Joseph Loughran founded Airline Equipment Company to sell and distribute pneumatic tools and accessories to the growing airline industry. Over the years, their base of loyal customers grew and urged the company to expand into the hydraulics field. In 1969, the company changed its name to Airline Hydraulics Corporation (www.airlinehyd.com) and shortly thereafter, was appointed distributor for Vickers Hydraulics and several other well-known manufacturers. As the demand for their products and services grew, branch operations were established in York, PA, Bethlehem, PA, Baltimore, MD, Oceanview, NJ, and Edison, NJ. As their reputation for quality and reliability grew, customers demanded solutions to a wider array of machine problems, so Airline further broadened its product offering to electronic motion control and pneumatic products. In 1998, revenues grew to near \$40,000,000 with 150 employees serving over 5,000 customers in the industrial, mobile, and marine marketplace.

Business Need and GoldMine Solution:

In 1996, Airline Hydraulics began looking for a customer management solution -- their existing paper-based system was no longer meeting the needs of this growing company. Since each Airline Hydraulics salesperson is assigned to a territory and is responsible for developing relationships with customers within that territory, all of the information that is needed for marketing is individually controlled. "With the paper-based system, if you lost a salesperson in a territory—you would almost be back to ground zero," states James Moorhead, Vice President of Sales and Marketing. In order to keep their prospects and customers from falling through the cracks, Airline Hydraulics needed a centralized place for their entire sales staff to store customer information.

Airline Hydraulics also wanted to ramp up marketing activities to their customer base, which contains approximately 6,000 active customers. "We wanted a software solution that would allow us to send mass mailings for the purpose of generating new business-- that was probably the biggest reason why we needed customer management software," says Moorhead.

"We started off going to seminars and looked at some high-end SFA programs, but their cost was prohibitive," says Moorhead. "We also evaluated ACT!, but found it to be more of a tool for individuals." GoldMine was a perfect match for Airline Hydraulics because of the size of the company and because it would allow their inside and outside sales teams to work together. "The inside sales staff work at their computers and talk to the same customers as the outside sales force, so there is a lot of interchange of information that occurs between the two groups," says Moorhead. GoldMine provided a workgroup solution that allowed Airline employees to share data, and work as a team for their customers. "GoldMine was the first customer management software solution to do enterprise-wide networking better," says Moorhead. "That is what led us to choose it over its competitors."

Airline Hydraulics hired GoldMine Solutions Partner CSH Consulting to install GoldMine 3.2 and have since upgraded to GoldMine 4.0. In addition, CSH Consulting provided GoldMine training for Airline Hydraulics' employees. To effectively support GoldMine, Airline hired a GoldMine Database Manager, whose job is to ensure that the software runs smoothly and that all employee questions and problems are addressed in a quick and thorough manner.

Airline Hydraulics recently re-hosted their GoldMine data to a Microsoft SQL 6.5 backend. The move to SQL was prompted by their desire to minimize database maintenance and has created a more stable and secure environment for their 17,000 GoldMine records.

Currently, GoldMine is being used by Airline Hydraulics' inside and outside sales teams, which are distributed throughout its five locations. Each remote office accesses GoldMine in real-time through a wide-area network (WAN). Airline Hydraulics' outside sales force synchronize once a day with their regional offices through a Remote Access Server (RAS).

Recently, Airline Hydraulics has been advertising via fax broadcasting. "We were able to use GoldMine to generate a relatively accurate list of targeted customers," says Moorhead. "It was a specific sales campaign that we were promoting and we had set up the GoldMine database to indicate key interests for different types of products. We were able to query a list of prospects according to a key interest and then do a fax broadcast." GoldMine's ability to perform advanced queries and create specific groups has helped Airline Hydraulics to better focus their marketing efforts.

Airline Hydraulics also takes advantage of GoldMine's document management capabilities to keep electronic files of quotes,

Highlights

Company:
Airline Hydraulics

Contact:
James Moorhead
Vice President of Sales and Marketing

Environment:
SQL 6.5

Business Benefit:
"Prior to using GoldMine, we were disorganized and many of our customers fell through the cracks. With GoldMine, we have a software solution that keeps our sales force unified and focused on making the sale."

Unique Use of GoldMine:

Solutions Partner:
CSH Consulting

which are in Word, on the central file server. These files are easily accessed by all GoldMine users because they are linked to the main contact record. The linked documents are synchronized across the network--making a near paperless system to manage quotes and proposals. Having this at everyone's fingertips is a very powerful benefit.

Looking toward the future, Moorhead is planning on utilizing more GoldMine features, including GoldMine's Opportunity Manager. "The Opportunity Manager is something that I would like for us to learn—our sales cycles are very long," says Moorhead.

"I'm very pleased with GoldMine." says Moorhead. "It has met our varied needs, including helping us manage our customers and allowing our sales force to share information. Prior to using GoldMine, we were disorganized and many of our customers fell through the cracks. With GoldMine, we have a software solution that keeps our sales force unified and focused on making the sale."

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