SCOPUS AT WORK

Building for the future: design intelligence selects Scopus as customer care foundation

oftware without excellent service and Support is a risk few consumers are willing to take. And for artists and designers, support for their mission-critical tools is a necessity. The challenge for a new entrant in the competitive desktop software publishing industry is developing a robust, easy-to-use application, and as importantly, having a customer care system that supports its new and growing customer base.

Design Intelligence, Inc., a startup software developer from Seattle, WA, is taking steps to meet these challenges. Design Intelligence's flagship product, ipublish, developed by veterans of Microsoft and Adobe, was designed to allow both artists and non-artists to produce top-quality desktop publishing work. Rolled out early in 1997, ipublish automatically recognizes content, dynamically applies design expertise, and instantly prepares it for print, Intranet and Internet distribution-all from one application.

Design Intelligence's product also offers as-youwork Web connectivity, so that you can retrieve web content for your project, and instantly publish your document on the Web, or any other medium. In future versions of the product, Design Intelligence plans to automate the entire connection process using embedded Internet technology.



"NO MATTER HOW THE INDUSTRY PARADIGM CHANGES,

SCOPUS WILL BE APPLICABLE."

MANAGER OF CORPORATE INFORMATION SYSTEMS DESIGN INTELLIGENCE



APPLICATION

INDUSTRY: SERVER: CLIENT:

DATABASE: PRODUCTS:

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To best deal with customers' questions, and expanding headcount, Design Intelligence's customer support team relies on Scopus' integrated suite of customer care tools, starting with SupportTEAM for fielding customers calls and QualityTEAM to handle technical questions and record customer suggestions for continuous quality improvement.

Design Intelligence recently implemented SalesTEAM and will be implementing Voyager in the future for its traveling salesforce. Next year, WorldTEAM will handle data replication across the Atlantic for their new London offices. All the Scopus products are integrated to help Design Intelligence pull information from one central database.

The Challenge: Creating a Scalable Enterprise Foundation

As Design Intelligence considered which customer care system to select, some key requirements became apparent. Most importantly, the company wanted a foundation, or enterprise infrastructure, that would provide a scalable development framework.

"A key issue was scalability, that the system would grow into the new technology paradigm, that in five years it would still work. No one could say where we're really going to be in five years, but wherever we are, I knew we wouldn't be looking for another tool," says Lynn Henry, Manager of Corporate Information Systems at Design Intelligence.

What makes Scopus so scalable? Its architecture. Scopus' component-based architecture stores all of the application components—layouts, GUI controls, properties, workflow and logic—as objects in a database. Scopus then provides a middleware layer, the application servers, which act as traffic cops controlling the objects in the database, and which allow for virtually an unlimited number of clients to be connected to the database servers.

Scopus was clearly the best choice for a permanent enterprise infrastructure, meeting Design Intelligence's needs for a shared repository, customer tracking capabilities, extensibility and scalability requirements.

The Scopus Solution: One-on-One Customer Service

Design Intelligence saw many advantages to using Scopus' integrated suite of customer care products. It was easy to learn, says Henry, with a long-term payoff. It is an open system, interfacing easily with third party software. And the implementation cycle was just a few months — only a third of the time Henry said he had anticipated the "fairly enormous" process to take. Additionally, multiple users can access the system at once, important for growth. While 40 employees use the system today, Henry says that number will grow to over 100 by next year.

Design Intelligence's staff uses SupportTEAM to validate incoming calls and gain easy access to their knowledge base of both customer information and product resolutions. If a customer calls in to report a problem, the call is routed to a specialist who logs a report in QualityTEAM. QualityTEAM allows Design Intelligence to track and manage all product defects and enhancements. The ability to effectively resolve all customer calls, whether a product question, or defect report, promises quality products and maximum customer satisfaction.

"Other tools were sales oriented but did not address aspects such as defect tracking," says Henry. Dedicated quality-control products such as QualityTEAM save Design Intelligence time and money, and frees up its staff to help more customers.

Another important objective the company identified was quick access to customers' product history. "Setting up a tracking capability, providing that the customer registers the product, is focusing on individual customer care," says Henry. Knowing a customer's history and ongoing needs is critical to providing excellent customer service.

Fueling the company's marketing effort is WebTEAM, which Design Intelligence uses to gather customer data from product registration forms filled out on the Design Intelligence home page. Henry describes Scopus' WebTEAM tool as "the best information gathering tool, truly incredible, flexible and dynamic for marketing."

In the future, Design Intelligence will use WebTEAM to establish a self-help database for customers so they can look up answers to questions before calling in, giving them 24-hour access to important product information.

Scopus: The Right Solution for Data Warehousing

To ensure success in the competitive software marketplace, Design Intelligence wanted instant access to information on each customer's experience with their products. And, to enable any employee to effectively manage the customer relationship, they needed to store this information in a central location. "We want our (customer) information in one place, but have access granted to everyone in the organization," explains Henry.

The benefit of having a central repository extends beyond customer information access to issues of security and control. "The repository that Scopus provides was the main charter for an information system. It boils down to better customer service, which leads to a business advantage," Henry says.

By selecting Scopus, Design Intelligence has gained not only the best solution for reliable, individual customer care, but also a development environment flexible enough to match the growth and diversity of the customer communication needs of the company. Scopus has helped this start-up meet its short term goals of establishing a Web presence and creating a main information repository. "We were able to put things in place on the Web right away," says Henry.

In the long-term, Design Intelligence says the best feature is Scopus' ability to grow, so that a new system would be unnecessary no matter how rapid the new company's growth turns out to be. "No matter how the industry paradigm changes, Scopus will be applicable," he says. Which is why he defines Scopus' role in Design Intelligence's future as the system foundation.

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Founded in 1991, Scopus Technology Inc. is the leading supplier of enterprise client/server based customer care solutions. Scopus applications help companies to win and keep customers by putting the resources of the entire company behind every customer interaction. Scopus — the only customer care supplier to develop products precisely tailored to the requirement of vertical industry sectors produces integrated customer care solutions specifically for the Communications, Financial Services, and Technology and Manufacturing industries. Industry-specific functionality is provided "out-of-the-box", minimizing the need for product customization, and maximizing return on investment. Scopus applications automate call center operations, internal and external sales organizations, product life cycle development, internal help desk operations and quality processes.

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