

WHITE PAPER

Good to Great: How all-in-one software transforms organizations and customer experiences

If you've never experienced it before, it's hard to imagine the transformation that occurs when everyone in your organization is using one united database. Having everyone on the same page has a dramatic impact on the customer experience, employee satisfaction and the stress levels of both customers and employees.

The objective of this white paper is to convey, using real-world examples, how **integrated software decreases costs, increases productivity, increases revenues, improves customer experiences, and increases employee satisfaction.**

Compared to individual systems, all-in-one systems deliver:

- Improved productivity
- Higher revenue
- Higher customer satisfaction
- Higher employee satisfaction

In addition, organizations using end-to-end systems realize:

- Faster decision making
- Higher quality of support
- Lower cost of ownership

Reduce cost of ownership

Your initial investment, support and interface costs will all be lower with an all-in-one solution like Ungerboeck software.

LOWER INITIAL INVESTMENT COST.

Purchasing one complete system is less expensive than buying three or more separate systems. The initial investment includes: license fees, hardware, infrastructure, training, project management, and initial year maintenance. Ungerboeck offers the equivalent functionality of a CRM software package, plus an event management software package, plus a financials application. If you independently research and purchase these systems, you will typically pay 2-3 times as much as an equivalent installation of Ungerboeck. Further, by purchasing an integrated system, you'll save on training costs, hardware and more.



LOWER ONGOING SUPPORT COSTS.

Rather than paying three separate vendors for support contracts, you'll only pay one. It's also less expensive and easier to stay on the latest, most up-to-date software version on an all-in-one system. Instead of upgrading multiple applications and hoping they will work properly together, you can update just one system and know your data is safe.

"Ungerboeck provides us a single, integrated software from prospect to profit & loss so that our staff can focus on other things besides learning multiple software packages."

—Andy K.
Managing Director

ELIMINATE SYSTEM INTERFACE COSTS.

All-in-one solutions eliminate system interface costs. Many software vendors estimate system interface costs at 50-100 percent of the software licenses. It's no surprise. Trying to translate information from one system to another is a complex and costly process. And it rarely works seamlessly. More interfaces require exponentially more data exchange between them. As you add interfaces and data exchange, you add cost. As each component needs to be updated, you add cost. When a problem occurs and each system needs to be checked out individually, you add cost.

Even the most expensive system interfaces don't deliver the same level of integration that comes out of the box with Ungerboeck. With one system, your data doesn't have to be translated between databases. It will always be available and accurate across all applications. One system, built from the ground up, is always going to handle data more efficiently and update it immediately.

For more information, please call one of our offices or visit ungerboeck.com.

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Maximize productivity

End-to-end solutions like Ungerboeck deliver 2-5 times the productivity of island solutions.

“We can quickly get information that used to take us weeks to put together.”

—Chris S.
Director of Finance

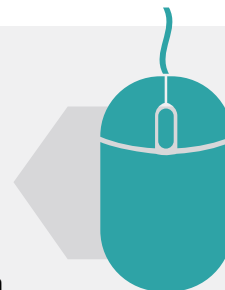
ELIMINATE REKEYING AND DOUBLE-CHECKING DATA ENTRY.

With an integrated system, data is entered once instead of being rekeyed into multiple applications. When a change is made on an integrated system, the change is immediately reflected everywhere in the system. Consider how much time it takes to perform all the rekeying and data checking for every transaction you deal with each day; you would become up to 75% more efficient by switching to an integrated system.

A recent Ungerboeck implementation revealed huge productivity gains made by moving from separate CRM, event management, and financial systems to a single end-to-end solution. Prior to implementing Ungerboeck software, when a customer called with a change of address, the team member taking the call would change the information in the CRM system, then fill out a change of information form. This form would be photocopied and routed manually to each of the other departments where two more people would have to re-key this same information into other systems. It was common that in the time this routing of changed information was taking place, finance would send invoices or a statement to the old address or an outdated contact. With Ungerboeck software, the change of address is made immediately in one place and all departments have access to the updated information in real time.

GET REPORTS WITHOUT REKEYING DATA FROM MULTIPLE SYSTEMS.

In separate systems, information has to be manually collected and analyzed. With the real-time reporting and analysis functions of an end-to-end system, you'll know immediately where you stand financially. You'll save time and increase productivity because you no longer have to export and merge financial data from multiple systems to prepare a report or service customers. Because information is updated immediately, your salespeople will be able to track deals in their pipeline and follow up on past due accounts without waiting for you to publish and distribute reports.



Before using Ungerboeck, in order to prepare forecasts, a general manager and his staff would have to manually go through the prior year's files to retrieve contracts and proposals and then key that information into a spreadsheet. The general manager would then estimate an increase or decrease in revenue by making educated guesses. This process would be repeated each month to create budgets.

By integrating budgets into the event management system, this same GM reports that he is able to save 10 to 20 hours per month on preparing forecasts. Staff members can estimate an event's anticipated revenue with one click, run real-time reports, and immediately book an event based on those figures.

REDUCE TRAINING COST AND TIME.

Employees who work on an all-in-one system are better trained and can work across disciplines. Instead of training employees on multiple systems with the hope that they will master them all, you only have to train them on one integrated system. Once staff have learned one module of an end-to-end software, it requires significantly less training to learn a second one because, while the subject matter may be different, the look and feel of the software are the same.

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Increase revenue

Clients using an all-in-one system have seen dramatic revenue increases due to productivity gains and eliminated revenue leaks.

INCREASE PRODUCTIVITY OF SALESPEOPLE.

When you save salespeople time, they have more time to sell. That results in increased revenue. Rather than referring to multiple systems or spending time following up with various people, salespeople can access all information in one place: customer relationship information, contracts, availability, documents, emails, floor plans, and sales forecasts are in one centrally accessible location.

One Ungerboeck user reported that their company was able to grow revenue by 40 percent with the same amount of staff, simply because they have a system that allows them to manage all of their information in one location.

ELIMINATE REVENUE LEAKS.

An all-in-one system enables you to capture revenue from last minute orders. It gives you the confidence to sell up to the start of the event without sacrificing operational quality or customer satisfaction. Our customers have experienced up to double digit increases in revenue from last minute orders because of tight integration between sales, operations and financials. Tight integration, plus detailed audit trails ensure that every service that is delivered is tracked and billed to the customer.

After implementing Ungerboeck software, one exhibition organizer discovered an additional \$20,000 of revenue per show due to the increased audit controls and best practices implemented in Ungerboeck software. With their previous process, they had to wait two or three days to process payments and often missed last minute additions due to the mountain of paperwork. Using Ungerboeck software at their service desk, they are immediately able to process credit card payments and identify declined cards, with revenue being collected and instantly updated in the system.



REDUCE DISCOUNTS.

An all-in-one system increases your organization's transparency to clients. Last minute equipment upgrades and additions are easily recorded by any qualified staff member using an integrated system. Discounts and credits are accurately reflected on your invoices, which shows the value you provide to them, and increases your leverage in negotiations.

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Higher customer satisfaction

Correct invoices and well-run events make happy customers, and happy customers want to do business with you.

SAVE YOUR CUSTOMERS' TIME.

Have you ever called a company to inquire about an invoice, only to be transferred from sales to customer service to billing having to repeat your information and request because they are not using the same system for their data? That's the same experience that your customers have when they get transferred between departments at your business. This situation won't occur on an integrated system where qualified employees would have access to all the necessary data in one application. Your staff will be able to answer questions immediately, instead of transferring your clients or having to research information in multiple systems and return phone calls. The result: Not only do you save your customers' time, but your staff have more time to spend with customers as well.

REDUCE ERRORS.

When multiple systems work independently of each other to store and manipulate information, the entire system leads to inefficiencies and an increase in incorrect information. Using one complete system for all your business needs reduces errors and cost because the information is entered once and stored in one place. Accurate, error-free transactions result in higher customer satisfaction.

FASTER REACTION TIME.

In the events business, you don't get a second chance to make a good first impression. Operating from a fully integrated system gives you your best opportunity to create a superior customer experience. By having all of your account information in one central location, your employees are able to respond quickly and accurately and your customers know they can depend on you for fast, reliable service.

Improve quality of support

You'll receive better customer service with one end-to-end software provider like Ungerboeck.

CONSOLIDATE YOUR BUYING POWER TO GET THE ATTENTION YOU DESERVE.

You'll achieve greater economies of scale if you make an investment in one integrated system instead of spreading the same amount of time across three or more companies.

INCREASE ACCOUNTABILITY OF YOUR SOFTWARE PROVIDERS.

The biggest complaint of IT managers who use separate software packages is finger-pointing between software vendors. When you have an integrated software system from a *single* vendor, you have *one* business partner to hold accountable.

SAVE IT TIME WITH A SINGLE POINT OF CONTACT.

With one integrated system and one vendor, your system maintenance and vendor management is minimized by 300 to 400 percent. Instead of contacting multiple vendors to troubleshoot and correct problems between interfaces, you'll have just one point of contact available 24x7.

BETTER INTERNAL SUPPORT AT LOWER COST.

With one complete system, you'll need fewer staff to support the system. With multiple separate systems on different platforms organizations typically need multiple expert IT staff members and a backup for each person.



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Increase employee satisfaction

Your employees will thank you for making their job easier and more satisfying.

INCREASE TEAMWORK ACROSS DEPARTMENTS.

An integrated system helps build a team environment into the corporate culture – a united company front. Because everyone is using the same information and each department is responsible for the quality of the information inside, there's less posturing and finger pointing between departments. With shared information, it becomes "our organization's system" instead of "my department's system."

REDUCE STRESS.

Employees will feel in control and supported when they work together on an integrated system. They can accomplish more in less time because they aren't switching between various applications and reentering data, which results in less stress and more time doing what they enjoy - working with clients.

**BETTER
TECHNICAL
SUPPORT**

**"When staff realized
how easy it was to use,
it spread like wildfire
throughout the office."**

–Lisa D.
Meeting Planner

GIVE YOUR EMPLOYEES THE MOST UP-TO-DATE TOOLS.

Your employees will be happier using the most recent software version. Imagine your day if you were using the same software you used 10 years ago. Huge advancements have been made in that time period that make your work faster and easier. It's more cost effective to update one system. When you update multiple systems you have to perform much more due diligence to ensure the systems will work together and that you can afford upgrades to all the systems at once. With an end-to-end system, you don't have to worry about those considerations.

Better decision-making tools

MORE TIMELY REPORTS.

Timely reports are the cornerstone of continuous incremental improvement. Can you imagine driving a car when the steering wheel has a 1 second delay before the car turns? This is what it's like to be a manager in an organization that cannot provide timely reports. If you receive weekly reports rather than quarterly, you'll have 52 opportunities per year, instead of 4, to assess your strategy and take corrective action.

Real-time reports are immediately available to management on an all-in-one system. There's no longer a gap between operational and financial information. Because staff members need to manually reconcile systems, it often takes weeks to get meaningful management reports from systems that aren't integrated.

CONCLUSION

When you understand all of the benefits of an integrated system, you realize a complete system does a great job of paying for itself. It will help you increase revenue and provide better customer service while reducing overhead costs. Plus, an all-in-one system can be expanded to other departments in your organization. Your initial investment cost will end up being much smaller over time as other departments come on board. With so many ways to increase efficiency and stop revenue leaks, almost every organization can benefit from using an end-to-end system.

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Founded in 1985, Ungerboeck Systems International is the global market leader in event management software for event facilities and event organizers of all types. For most organizations, Ungerboeck software delivers the capabilities of three to five separate software packages at a fraction of the cost including event registration, abstract management and budgeting and more. Available in 6 languages, Ungerboeck software drives increased revenue and decreases costs for over 30,000 event professionals in 35 countries.

Ungerboeck supports its worldwide client base from its world headquarters in St. Louis, Missouri and regional offices in Karlsruhe, Germany; Lyon, France; Brisbane, Australia; Guangzhou, China; and Hong Kong.

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