



Introduction

BakBone Software approached Synapse Business Solutions to help overcome integration problems between globally distributed GoldMine and HEAT installations.

Synapse (www.synapse-bs.co.uk), a GoldMine Solutions Partner, created a customized HEAT tab in GoldMine and combined it with Inaport integration to give GoldMine users detailed ticketing information from HEAT, regardless of where they are located. Every employee in the BakBone enterprise worldwide now has access to an up-to-date and comprehensive view of each of its customers' IT, sales and account details.

Paul Tinney, Manager of Synapse, notes.

"Inaport let us deliver a quick, easy, relatively low cost solution. There is no doubt that better data movement between HEAT and GoldMine has given Bakbone improved efficiency and tangible cost savings. Our client is delighted with the result."

Company Profile

BakBone Software (www.bakbone.com) is an international storage management software company that develops high-performance data backup and recovery software solutions for the network storage and open systems markets. Headquartered in San Diego, California, BakBone has offices in the UK, France, Germany, the Netherlands, Finland and Asia Pacific.

www.inaplex.com

Business Need

BakBone utilizes HEAT call center and support management software by FrontRange Solutions in their San Diego headquarters, and uses GoldMine contact relationship management software, also by FrontRange, in both the San Diego and global offices.

The US-based HEAT application manages all the Help Desk and call center support ticket tracking and IT customer service issues, while GoldMine manages all other customer transactions, communication, interactions, and history for BakBone worldwide. Each day at 1:00pm, the GoldMine system is set to synchronize automatically between the US and worldwide offices, to maintain coordinated, updated and current customer records for each office.

A disconnect existed, however, between the HEAT and GoldMine systems, and between the office locations, where the IT service and support issues handled and tracked via HEAT were not visible by those offices using only GoldMine. This meant that employees did not have a complete picture of each customer – they were able to see the sales, marketing and accounting interactions, but not the IT and support interactions. BakBone needed a way to make the support ticket tracking for each customer visible in not only HEAT but in remote GoldMine systems, as well.

The Solution

Originally, the San Diego headquarters configured the Ticket Transfer Agent within the HEAT system so that tickets were copied into the Details tab of GoldMine with a minimum of information.

The disadvantage of this was that it only provided the call reference number, and no details of the call type or resolution for a particular customer. In order to view any meaningful information the user had to double-click on a ticket and then scroll down at least one line in order to see the ticket status. This was laborious and time consuming, and negatively impacted the level of customer service.

Synapse tackled this problem with two key steps. The first involved creating a HEAT tab in the tabs section of GoldMine for a dedicated access point for all Call Ticket information. Second, Synapse made creative use of Inaport to populate this new HEAT tab with all required ticketing information. Integration was tied to the existing synchronization process, and runs automatically each day.

These two steps have given all BakBone GoldMine installations a dedicated Header for HEAT generated Call Ticket details. Regardless of location and time zone, BakBone GoldMine users can now see at a glance the status of any ticket (open, pending or closed), as well as all associated tracking details for that ticket. The time and effort for accessing ticketing information has greatly reduced, and the associated client service has improved tremendously.

The Result

Synapse has made clever use of GoldMine flexibility and Inaport migration functions to provide an elegant solution to BakBone's information access problem. Using Inaport, BakBone has achieved a level of data integration between HEAT and GoldMine that was otherwise not possible.

BakBone's global HEAT and GoldMine installations are now working in synchrony, and its worldwide offices are reaping the benefits of a coordinated customer service effort. With a comprehensive, consolidated and current view of HEAT and GoldMine information at its fingertips, BakBone can now enforce and ensure a coordinated, streamlined effort in handling customer service issues, and improve upon the overall quality of service it provides to its global clientele.