

Bank of Marin

SugarCRM Powers Expert Lead Management SystemSM
For Bank Of Marin



Expert Business Development Leverages Sugar to Support Proprietary System for Banks

Bank of Marin and Sugar partner Expert Business Development created a robust system for relationship management and sales accountability using SugarCRM as the development platform. The Expert Lead Management System (ELMSsm) has eliminated information silos, delivered comprehensive visibility into customer relationships, improved communication between customer relationship stakeholders, and made prospecting more efficient.

Business Challenges

Banking often requires a long sales cycle. So, as a premium provider of financial services to northern California businesses, Bank of Marin needed a system to manage opportunities and leads through the sales process and to capture all the information associated with those efforts. “I’ve always seen the need for the ability to record what we’re doing with a customer, prospect or referral source,” notes Peter Pelham, Executive Vice President for Bank of Marin. “With my own client base, I could use a stand-alone system. But when I got into administration, I realized we needed something that everyone could share.”

The bank tried unsuccessfully to use an extension of its core processing platform (FIS), but it lacked a calendar function and note taking capability. Plus, it could not provide a unified view of customers with multiple accounts. Instead, Pelham turned to Sugar partner Expert Business Development (EBD), a firm that provided targeted

professional calling services to the bank. In response to client demand, EBD was in the process of developing a lead management and sales tracking system for banks to be based on either the SugarCRM or Salesforce CRM platform.

The Solution: Sugar Professional

EBD ultimately chose Sugar for ELMS due to its flexibility and cost effectiveness, and Bank of Marin elected to work with EBD as the first bank to deploy the system. “The Expert Business Development team was very responsive to us and helped us distill what we wanted, Pelham says. “As the system was implemented, its flexibility allowed us to move ahead faster. EBD’s extensive knowledge of the banking industry hastened the development time and brought industry best practices to the process. We didn’t have to reinvent the wheel.”

Sugar as the basis for ELMS also provided the functionality Bank of Marin required, coupled with ease of use. “Your least technical employee needs to be able to use it so we wanted something that was easy and intuitive,” Pelham says. Bank of Marin CEO Russ Colombo set the tone in terms of user adoption recalls Ted Rosen, founder of EBD. “Russ Colombo basically said, ‘If we’re going to put this in, everyone’s going to use it.’ But on the flip side, the deployment team made a very serious effort to make the system as

“ ELMS provides a lot of accountability for sales activity. We know how long an opportunity has been in the system, what we’re doing with it, and what the probability is that we’ll close it. ”

Peter Pelham
Executive Vice President
Bank of Marin

friendly and easy to use as possible.”

In fact, the system is so friendly that a training session can support a mixed group of experienced sales people with relatively new bankers and, after only two hours, everyone can use the system. “That’s a huge benefit,” points out Barbara Dalmau, Bank of Marin’s Senior Vice President. “You don’t have to segregate people who are not as computer savvy and give them separate training. It’s so easy to get started, which is beneficial to us.”

In addition, ELMS delivers the ability to seamlessly manage long-term relationships regardless of staff changes. “I’ve banked some people for 15 or 20 years,” continues Pelham. “When employees leave, you want to have a record of their interactions with customers, what was said and what was promised. With ELMS, we can always provide a consistent customer experience.”

Business Benefits

Powered by Sugar, ELMS has increased accountability within the sales team and improved communication between the various departments that touch a customer relationship. The solution has also delivered greater visibility for relationship planning. Relationship managers are aware of key customer events, such as when a company needs equipment financing or is buying a building. Similarly, ELMS made prospecting more efficient. “Now we’re not duplicating effort,” says Pelham. “I can find out if somebody else has been calling on a company.”

In addition, Bank of Marin likes the ELMS campaign management feature, which enables targeted customer outreach and close tracking of results. It also places knowledge transfer high on the list of improvements conveyed by Sugar and ELMS. Once information is in ELMS, the bank controls it and can make it accessible to everyone. “ELMS is very customized to banking and to our account types,” Dalmau notes. “This has increased accountability of our sales process,” elaborates Pelham. “We also drive commission and credit for sales through ELMS. So, it gets buy-in from everybody. And, we’ve integrated ELMS with Outlook. So we can create a call in ELMS and it shows up in the Outlook calendar of everyone invited.”

Bank of Marin plans to continue development of its solution with Expert Business Development. “We have a whole new package of features that we want to put into the system,” concludes Pelham. “That’s a very attractive part of ELMS powered by Sugar, the ability to make enhancements or changes.”



Company Profile

Headquarters:
Novato, California

Founded: 1989

Company Description:
Bank of Marin (NASDAQ: BMRC) is the premier community and business bank in Marin County with 17 offices in Marin, San Francisco, Napa and Sonoma counties.

Website:
www.bankofmarin.com

Solution:
Sugar Professional

Solution Partner:
Expert Business Development, LLC

About Bank of Marin

Bank of Marin, as the sole subsidiary of Bank of Marin Bancorp (NASDAQ: BMRC), is the premier community and business bank in Marin County with 17 offices in Marin, San Francisco, Napa and Sonoma counties. Bank of Marin offers business and personal banking, private banking and wealth management services, with a strong focus on supporting local businesses in the community. Incorporated in 1989, Bank of Marin has received the highest five star rating from Bauer Financial for more than twelve years (www.bauerfinancial.com) and has been recognized for several years as one of the “Best Places to Work in the Bay Area” and one of the “Top Corporate Philanthropists” by the San Francisco Business Times. For more information, visit www.bankofmarin.com.

About Expert Business Development

Expert Business Development, LLC (“EBD”) was started in 1993 by Ted Rosen, originally as Vertical Solution Partners, Inc. The original focus of the firm was to provide sales process design and implementation and sales training to three target industries: banking, telecommunications and healthcare. Eventually, banking became the firm’s primary focus with most of EBD’s clients being community and regional banks, credit unions and vendors to banks and credit unions. The firm also works with a variety of entrepreneurial and corporate clients that span a number of industries. The firm’s primary two business lines are commercial relationship building through professional calling programs and providing ELMS, a Web-based Relationship Management System that integrates with the calling programs. For more information, visit www.expertbizdev.com.

SugarCRM

Customer relationship management (CRM) software for business. In the cloud, online, on-demand, or on-site—the best sales, email, and mobile CRM integration.

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