



## CUSTOMER SUCCESS STORY

### CUSTOMER

City of Tempe

### CORPORATE PROFILE

#### Headquarters

Tempe, Arizona

#### Type of Business

Government

#### Number of Employees

Approximately 1,600

### APPLICATION

#### Software

- ACT! Premium for Workgroups

#### Add-on Products

- Merge Admin from ASDS Computer
- Medley Admin from ASDS Computer
- Topline Backup Tool from Topline Results

#### Number of ACT! Users

5

#### Database Information

8,000 records

## ACT! Makes the City of Tempe a Safer Place to Live

For most companies, ACT! enables customer-facing employees to cultivate stronger business relationships with clients and prospects. But because ACT! offers broad customization options, the application often gets used in creative ways. In fact, it may surprise typical ACT! users that the City of Tempe utilizes ACT! to help law enforcement officers protect the City from crime.

In Tempe, Arizona, the Crime Prevention Unit (part of the Tempe Police Department's Patrol Division) provides crime education and prevention services to Tempe citizens. The unit coordinates crime-prevention education in schools, organizes neighborhood watch meetings, and monitors crime activity for its Crime Free Housing program.

### Choosing ACT! to Fight Crime

In December 2004, the Crime Prevention Unit began its initiative to improve efficiency in the Department by consolidating disparate applications, databases, and business processes into one system. The goal was to import everything from letter templates and picture files to reports and databases into a single, easy-to-use application. This would allow the Unit's staff to unify their processes – never



having to perform the same task in two different places or manually merge one type of data into another format or application.

The organization sought a contact management solution that would satisfy its consolidation goals, as well as facilitate in-house customization, integration with Microsoft® Office applications, and globally-managed security. From a front-end perspective, the Crime Prevention Unit required an intuitive user interface that would empower officers to quickly update or access information, without shifting focus from the intense, real-world aspects of fighting crime.

Just three months after launching the initiative, the City selected ACT! Premium for Workgroups because it exceeded all

### CHALLENGE

City of Tempe's Crime Prevention Unit sought to improve overall efficiency and reduce labor redundancies by consolidating disparate data, databases, and business processes into a single application.

### SOLUTION

Implement ACT! Premium for Workgroups with add-on products: Merge Admin and Medley Admin from ASDS Computer, and Topline Backup Tool from Topline Results.

### RESULTS

City of Tempe tightens efficiencies in data management and business communications, and saves significant time and money by consolidating crime-prevention data in ACT!.



Your business in mind.

*"ACT! is the established leader. It makes us feel better knowing that the product has been developed, tested, and refined over the course of almost twenty years."*

—Todd Renier  
Senior Programmer,  
City of Tempe

*"The City of Tempe consistently works towards the goal of providing the highest level of customer service possible to our community members. We are optimistic that through the use of ACT! we take another step towards our goal."*

—Jeff Millen  
Tempe Police Crime Prevention Sergeant

## **ABOUT SAGE SOFTWARE (formerly Best Software)**

Sage Software offers leading business management software and services that support the needs, challenges and dreams of more than 2.4 million small and mid-sized business customers in North America. Its parent company, The Sage Group plc (London: SGE.L), supports 4.5 million customers worldwide. For more than 25 years, Sage Software has delivered easy-to-use, scalable and customizable software for accounting, customer relationship management, human resources, time tracking and the specialized needs of accounting practices and the construction, distribution, manufacturing, nonprofit and real estate industries. For more information, please visit the Web site at [www.sagesoftware.com/](http://www.sagesoftware.com/) moreinfo or call (866) 308-2378.



requirements at a very competitive price. Also influencing the decision was the long-standing position ACT! holds as the world's leading contact and customer management solution. Senior Programmer Todd Renier led the contact management initiative for the City of Tempe's IT Department. "ACT! is the established leader. It makes us feel better knowing that the product has been developed, tested, and refined over the course of almost twenty years," said Renier.

## **Customizing ACT! to Meet Unique Needs**

After successfully installing the solution and three add-on products, the Department began customizing ACT! to meet the Crime Prevention Unit's needs. The add-on products were implemented to automate merge and import processes, as well as perform back-up processes. All of the installation processes went quickly and smoothly. "I completed the installation and customization work in about two days. It was easy, especially because the Customer Service and Technical Support teams are really great," commented Renier.

The City of Tempe's creative customizations include using the Company tab to store each apartment community as a "Contact," so that officers can attach crime-prevention related records such as maps of the property, after-hours contacts, and photos of key individuals. Additionally, management companies are linked to the Contact record as a "Company," enabling Tempe to track the apartment communities more effectively.

The City also takes advantage of the Group functionality in ACT! to track officer activity within each "beat" (an officer's territory). Data can be tracked and filtered by beat to give the Department clearer insight into crime statistics within small segments of the City.

Notably, Mr. Renier now refers to ACT! as the "Crime Prevention Customer Management System." Of this, he says, "ACT! works as an excellent functional tool for crime prevention and may work for other groups within the City."

## **Using ACT! to Improve Efficiencies and Better Protect the City**

The City of Tempe now electronically tracks crime prevention-related activities throughout the City, including communication with approximately 6,000 Neighborhood Watch participants (civilians enlisted to help detect illegal activity). Before implementing ACT!, a City clerk used a time-consuming mix of applications to send e-mails and/or letters to groups, as well as manually organize responses. Now, clerks effortlessly deliver and track that information within ACT!.

For officers on the street, ACT! will enable one-stop access to information. Soon, when an officer arrives on scene, he or she will be able to call a 911 dispatcher, who will instantly relay ACT! data such as apartment location, contact information for on-site patrol, notes on the location, etc. to the officer. Armed with intelligence, the officer can more confidently proceed with the duties of the assignment.

The City of Tempe focuses on improving and measuring efficiencies. According to Renier: "For us, it's a time factor. ACT! saves clerks and Crime Prevention personnel a lot of time when managing and accessing data. It frees them up to get more done during a shift, which translates into time and money savings for the City."

Moving forward, the City of Tempe hopes to expand its ACT! installation to fifteen users by the end-of-year 2006, and may eventually consider equipping crime-prevention officers with handheld PCs for mobile access to ACT!. For now, however, the organization takes pride in having streamlined operations, making Tempe, Arizona a safer place to live and visit.