

Dreyfus Corporation

With the help of a sales-support solution based on Onyx Front Office, from Microsoft Certified Solution Provider Onyx Software Corporation, and Microsoft SQL Server database, this leading mutual fund company has made essential information easily available to wholesalers and senior executives alike. The results are enhanced service to a key customer sector, more accurate sales forecasting, and a stronger competitive position.

Solution Overview

Company Profile

The Dreyfus Corporation, established in 1951 and headquartered in New York City, is one of the nation's leading fund companies, currently managing more than \$120 billion in more than 160 mutual fund portfolios nationwide. A wholly owned subsidiary of Mellon Financial Corporation, Dreyfus distributes investment products through banks, insurance companies, broker-dealers, and financial consultants.

Situation

Dreyfus wholesalers were storing most of their sales data in separate, non-integrated databases. Weekly call reporting was a manual, paper-based process. Senior management found it nearly impossible to access a comprehensive view of the sales data or the call reports.

Business Solution

Dreyfus created a solution based on the Onyx Front Office running under Microsoft Windows NT Server and Microsoft SQL Server. The solution contains 14 gigabytes of data, runs on a Compaq ProLiant 6500 platform, and supports up to 215 total users and 55 concurrent users.

Benefits

Because the Onyx Front Office software is optimized for Microsoft SQL Server, Dreyfus saved potentially tens of thousands of dollars in development costs. With the solution in production, the company has improved efficiency and organizational communication throughout its intermediary distribution channel. Wholesalers and senior executives can access up-to-date demographic and contact information, which helps to make sales forecasting more accurate. Call reporting is fully centralized and automated, giving executives a "big picture" view of this vital information and freeing up time for wholesalers to spend with customers.



When you visit the Dreyfus Corporation Web site, you'll find a link to its Customer Center listed first on the navigation bar at the top of the page. That placement is no accident. For nearly a half century Dreyfus has made customer relationships a top priority and, as a result, has grown into one of the leading mutual fund companies in the nation. Today, Dreyfus manages nearly \$120 billion in more than 160 portfolios—a significant share of which come from an intermediary distribution channel of banks, insurance companies, and more than 20,000 broker-dealers and financial consultants.

Because of the size of this channel, and because just 100 Dreyfus wholesalers are assigned to manage it, maintaining strong customer relationships could be a daunting challenge. But Dreyfus has addressed the challenge with a solution based on Onyx Front Office, from Microsoft Certified Solution Provider Onyx Software Corporation, as well as Microsoft Windows NT Server and Microsoft SQL Server. As a result, Dreyfus wholesalers and senior executives enjoy easy and immediate access to centralized information on customer profiles, products and services used, service requests, interests, call reporting, client-value rankings, and more.

It's information that's vital to a significant part of the Dreyfus success story, according to Brad Orben, national sales manager, Internal Sales Force. "In the past year we've increased our product distribution through broker-dealers, which makes the intermediary channel essential to the continued growth of our business," he says. "By having a solution enabling us to easily track all customer interactions across that channel, we can collaborate more efficiently and deliver better service."

Disparate Databases Prove Wanting

As Orben explains, creating this tracking capability was a key development goal. In the past, Dreyfus wholesalers stored most of their broker-dealer sales data in dozens of separate databases residing on individual PCs. These databases weren't

integrated with one another or with the mainframe-based corporate sales and assets database. The wholesalers could e-mail copies of databases to one another, but they had no systematic way to ensure synchronization. Nor could senior management access a comprehensive view of the data.

Another problem involved keeping track of customer call reporting—the information logged on every phone call, letter, and personal visit between the wholesalers and the broker-dealers and financial consultants. To convey this important information to upper management, wholesalers used to prepare weekly reports, usually on paper, a task that consumed a considerable amount of time. Moreover, the content of the call reports was not integrated with the content of the databases and, being on paper, was accessible by only a limited number of people.

Big Savings in Development Costs

In mid-1998, Dreyfus IT professionals decided to take on these challenges by developing a solution based on Onyx Front Office. As Project Leader Gerry Boyle points out, this decision was based largely on the fact that this product was optimized for Microsoft SQL Server.

"We had decided in advance to use SQL Server as our database platform, so in preparation we downloaded to it virtually the entire sales and assets database," says Boyle. "The next time we moved that data would be into the new solution, so we figured it would be wise to go ahead and put the data on the same platform."

They figured right. As Boyle goes on to explain, in just a few weeks Dreyfus developers managed to transfer all 14 gigabytes of data from the interim system into the Onyx-based solution.

"Using a solution that wasn't optimized for SQL Server might have required us to hire outside consultants for up to several months," he says. "By avoiding that scenario, we managed to save tens of

“With fast, accessible systems to tell us what our intermediary customers are buying and why, we can more easily grow our assets, and by providing these customers with fast, responsive service we can help them grow their assets, too. That’s why I consider the Onyx Front Office and Microsoft SQL Server solution a tremendous strategic advantage.”

Brad Orben

National Sales Manager
Internal Sales Force
Dreyfus Corporation

For more information

About Microsoft

Call the Microsoft Sales Information Center at (800) 426-9400. In Canada, call the Microsoft Canada Information Centre at (800) 563-9048. Outside the 50 United States and Canada, please contact your local Microsoft office.

For more information about Microsoft-based customer relationship management solutions, visit the Microsoft hospitality customer relationship management home page on the World Wide Web, at <http://www.microsoft.com/industry/crm>.

About Onyx

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Onyx Software Corporation (Nasdaq: ONXS) is a leading supplier of enterprise-wide, customer-centric e-business applications. Onyx’s enterprise-scale software connects and powers a company’s entire e-business world: customers, partners and sales/marketing/service and call center functions. Onyx Software’s products are known for flexibility, reliability and quick deployment, resulting in high return on investment, low total cost of ownership and industry-leading customer satisfaction. Onyx Software operates worldwide, supporting large, medium and small companies such as American Express, Cincinnati Bell, Credit Suisse, Dreyfus, Ericsson Australia, FirstWorld Communications, NTL Group, Portland Trail Blazers, Sharp Electronics, and US Bancorp.

Microsoft Software Used

Microsoft Exchange Server
Microsoft SQL Server 6.5
Microsoft Visual Basic 6.0
Microsoft Visual InterDev
Microsoft Windows NT Server 4.0

thousands of dollars in development costs.”

How to Support Smart Decision-Making

The SQL Server-based Onyx solution at Dreyfus runs on a Compaq ProLiant 6500 platform and supports up to 215 total users and 55 concurrent users. With the system fully in production, Dreyfus has improved efficiency and organizational communication throughout its intermediary distribution channel. For example, wholesalers and senior executives alike can access up-to-date demographic and contact information and figures on the latest trades; on trades by month, fund, or category; or on trades month to date, year to date, and so on.

The company also enjoys more accurate sales forecasting thanks to the instant access it gives these executives to up-to-date sales reports. “Information that used to take hours to reach senior executives is now available whenever they want it,” Orben reports.

Another benefit of the new solution involves call reporting. Gone are the days of paper-based reports as well as the need for wholesalers to manually prepare and organize the data in them. Moreover, that data is centralized and available to everyone at Dreyfus who has contact with the customer. This gives Dreyfus executives the information they need for smart decision-making, and it frees up time for the wholesalers to spend on more lucrative pursuits—such as taking care of their customers.

The Key to Growing a Customer-Driven Business

In addition to providing a platform for the Onyx-based sales-support solution,

Microsoft SQL Server plays another vital role at Dreyfus, and that’s to run a summarized version of the company’s corporate-level sales and assets database. This system enables the wholesalers and executives to submit ad hoc queries from their desktop using Microsoft Access, “enabling them to do serious sales reporting without having to access the mainframe,” as Boyle points out.

“Moreover, by maintaining two separate SQL Server-based databases we can keep those reporting activities off the Onyx solution,” he says. “This makes it a lot faster when a wholesaler has a new customer on the phone and needs to bring up their sales-contact record right away.”

And that scenario, adds Orben, illustrates the point of the whole endeavor. “Intermediary distribution is a relationship-driven business, and we’re firmly committed to serving those investment professionals in the best way possible,” he says. “With fast, accessible systems to tell us what our intermediary customers are buying and why, we can more easily grow our assets, and by providing these customers with fast, responsive service we can help them grow their assets, too. That’s why I consider the Onyx Front Office and Microsoft SQL Server solution a tremendous strategic advantage.”

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