

PADI taking off with Exact Synergy

Since using Exact Synergy providing seamless integration, knowledge sharing and collaboration on one common platform, PADI is able to maximize employee knowledge, enhance customer satisfaction and bring together multiple departments and locations.



PADI Americas, based in Rancho Santa Magrita, Calif., is part of PADI Worldwide, which includes seven service offices around the globe. PADI exists to develop programs that encourage and fulfill the public interest in recreational scuba and snorkel diving world-



wide. With 100,000 professional members operating in 175 countries and territories, PADI instructors are the most ethnically, culturally and racially diverse group of dive educators in the world.

www.padi.com

In early 2002, Sharon Dill, CIO for PADI Worldwide, began looking for a way to integrate multiple departments as part of an effort to enhance the ability of the organization to react to and serve its customers. "Our dive center, sales department, training and education groups all speak with our customers," Dill said. "As a result, we might have three conversations going on in isolation. We didn't have a way to keep track of those conversations."

After evaluating a number of different customer relationship management (CRM) solutions, PADI Worldwide selected Exact Synergy® from Exact Software™ North America, a business management solution that unifies the people, processes, and knowledge within an organization. PADI began implementation in mid-2002. "When I saw what Exact Synergy could do, I was blown away by what a complete package it was," Dill said. "Exact Synergy is a different way of thinking; a different way of interacting with your core constituencies." Exact Synergy integrates your workplace data to provide you with complete management of: CRM, workflow, relationship management and knowledge management capabilities.

As the company continues to expand the ways in which it is streamlining processes and communicating more efficiently with customers, Dill notes that e-Synergy has caused a shift in the way PADI captures information. "Instead of creating isolated Excel files or other methods to do their jobs, our employees now understand that everyone can access customer notes if they begin entering data into Exact Synergy," explained Dill. "Some departments have really taken off, as they realize the power that comes with having customer data available to you in real-time, 24/7."

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Sharon Dill, CIO
PADI Worldwide

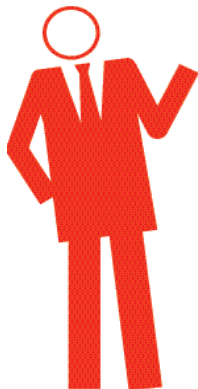


PADI Americas first implemented the Exact Macola product in 1999 as its Y2K solution. "One of our employees had used Macola before, but we also evaluated additional products," Dill said. "In the end, we thought Macola offered the best solution to meet our needs." Dill noted that since Macola was built on a Microsoft SQL Server platform, PADI Americas was able to write custom Visual Basic applications to serve its specific needs. For example, the organization was able to manage its membership renewals online from application through payment automatically. "With the seamless integration between Exact Synergy and Exact's ERP solution (Macola ERP), PADI Americas has achieved even greater efficiency," Dill said. "With the implementation, we now

have our membership information, Macola ERP and Exact Synergy sharing the same data, which is a powerful combination!"

In the future, Dill hopes to give PADI Americas' members access to Exact Synergy through the Web so they can access frequently asked questions, files, and other information, check their own order information, and eventually place orders that will be immediately sent to Macola ERP. PADI recently expanded its use of Exact Synergy to all of its worldwide offices. After initially implementing the solution in its North American offices, PADI now has 395 users online with Exact Synergy across all of its worldwide offices.

PADI INTEGRATION SUMMARY



CHALLENGE

Multiple departments and locations were initiating customer conversations, causing internal confusion, and minimizing their ability to react and serve their customers efficiently.

SOLUTION

Exact Synergy, provides seamless integration, knowledge sharing, and collaboration on one common platform, unifying the people, processes and knowledge that matter most to PADI.

BENEFITS

PADI is now able to update customer information in real-time, maximize employee knowledge, enhance customer satisfaction, bring together multiple departments and locations which all contributes to a better managed organization.

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