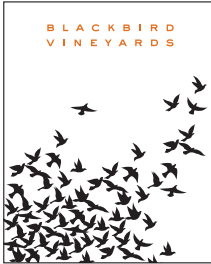


PERVASIVE

DataSolutions™

CASE STUDY



Blackbird Vineyard pairs with Pervasive DataSynch™ to make QuickBooks® integration with Salesforce CRM™ easier than imagined

About Blackbird Vineyard

Since 1999, the Blackbird Vineyard has provided fruit to many of Napa's finest winemakers, for whom it yielded astonishing comments from Napa Valley veterans and noteworthy editorialists. Blackbird Vineyards, an artisanal producer of Pomerol inspired wines from the Napa Valley is now an ultra premium label in its own right. Fittingly, the word "Merlot" is French patois for "little blackbird."

<http://www.blackbirdvineyards.com/index.cfm>

Benefits

- Increased productivity - integration streamlines business process.
- Bi-directional synchronization of key data between Salesforce and QuickBooks
- Eliminates time spent on duplicate data entry
- Shortens sales cycle
- Maintains information integrity across multiple systems

"No business is so small that it can't benefit from using Pervasive DataSynch. It has a low entry cost, is easy to use and provides measurable ROI. This valuable technology allows us to improve the efficiency of operations and reduce labor costs."

– Paul Leary, President
Blackbird Vineyards

In late 2007, Blackbird Vineyards launched Salesforce CRM to capture and organize information related to current and prospective customers across the company. It was also using QuickBooks and recognized how critical it was to prevent having to re-key customer information between these two applications. *"We researched the solutions on the AppExchange. The positive ratings and peer-to-peer recommendations attracted us and the pricing pushed Pervasive ahead of competitors,"* says Leary. To make the most of the company's investment in Salesforce CRM, Pervasive DataSynch was launched concurrently.

Blackbird Vineyards uses Pervasive DataSynch to send closed opportunities in Salesforce for wholesale accounts to QuickBooks as sales orders. The solution provides the simple convenience of being able to access customer account information from within the Salesforce screen and not having to go to the QuickBooks system. No IT support is required and it's user-friendly so anyone in the company can use it self-sufficiently. *"Pervasive DataSynch allows us to focus on our customers and not on the process, and for a small business that's a big deal,"* says Leary.

Pervasive DataSynch is an off-the-shelf integration solution that users can easily install themselves. The user-friendly installation wizard eliminates the dependency on IT departments to deploy, manage and maintain the application. Like most SMBs, the small team at Blackbird Vineyards is asked to wear many hats. *"I function as my own IT department. The get-started integration process was very smooth. That was pretty impressive—no coding, pretty much all drag-and-drop,"* explains Leary. Because Pervasive DataSynch is Web-based, users benefit from automatic updates, eliminating upgrade expenses and system down time. Additionally, the solution is fully scalable for any type of business allowing customers to purchase today's correct business solution, that will grow with them into the correct solution for tomorrow.

Pervasive DataSynch is an affordable, readily available, packaged integration solution delivered in a pay-as-you-go model. *"For only \$75/month, we are freeing up a few hours of sales management time and bookkeeping time that can be spent on focusing on what matters most...to drive our business,"* says Leary.

About Pervasive DataSolutions™

Pervasive DataSolutions deliver simple, powerful integration with just a few clicks. Leveraging more than 20 years of integration experience, Pervasive DataSolutions provides automated synchronization between on-line or on-premises software including Salesforce, QuickBooks and Microsoft Dynamics CRM and more. With affordable subscription pricing, Pervasive DataSolutions enhance value, business efficiency, and the competitive edge.

For more information

www.pervasivedatasolutions.com
1-800-287-4383 (North America)
1-512-231-6000 (Main Office)