

Case Study #3

Industry Expert Takes Advantage of PestPac.net

Marathon Data Systems

Marathon Data Systems, Inc., the leading software developer in the pest management industry, introduces PestPac.net. This revolutionary web-based software package is designed to handle single and multi-branch companies at the click of a mouse. It is the first web-based office management software to be offered to the pest management industry. Take control of your business today.

Marathon Data Systems, Inc. has led the industry from DOS to Windows, through the Year 2000, and now into the latest web-based technology. Since 1989, their customers have enjoyed outstanding customer service and timely software upgrades that have moved their data right along as computer technology has changed.

PestPac.net



Baumann coordinates service activities

When you have years of experience in your specialized industry and decide to leave a longtime position to enter the trenches and become a business owner, what's one of the first decisions you would consider?

You could probably come up with a hundred different answers, but for Greg Baumann, former Technical Manager of NPMA, his thoughts turned to selecting a business management system that would enable a rather complex small company to take shape. Knowing the major software players in the professional pest control industry, Greg knew that Marathon Data Systems' customers were happy with the product and the service they received.

He called Marathon to talk about how PestPac.net might provide a long term strategy of business growth and vitality for Pro-Tech.

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Greg Baumann
Pro-Tech
Raleigh, NC

"We wanted to start off on the right foot, so before we opened our doors, we placed the order for PestPac.net, the Cadillac of systems," comments Greg.

Though as a small company, Pro-Tech uses only a portion of this feature-rich program at this time, Baumann and the other two owners feel that advanced planning is vital to their success. "A system with fewer

features might have met our needs satisfactorily for the time being. However, we didn't want to have to change systems after only a couple of years in business when we outgrew a lower end system. That's why we opted to buy the best," explains Greg.

Pro-Tech was an existing home inspection firm to which Greg has added a pest control division that focuses on termite inspections and control. Marathon helped develop several functions to adapt PestPac.net to the needs of the inspection side of the business

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as well. One of the advantages of PestPac.net is its adaptability to nearly any kind of service related organization.

PestPac.net Helps In-field Service People

Greg, the other two owners and three inspectors spend their time in the field. They have few in-office hours and depend on PestPac.net to facilitate ongoing communication where scheduling and other activities are concerned. "We're unique in that we have only a few people working in the office. The rest of us work out of our homes and access scheduling information, calendars, service orders and records directly from PestPac.net," says Greg. "It's no longer necessary to drive to the office to pick up work orders, so it saves both time and money. Any of the three owners can see where the other inspectors are at any moment just by logging on to PestPac.net by opening an internet browser. (The actual software resides on our own servers.) Once we see each other's schedules, we can easily squeeze in an extra inspection if necessary." They can also log in to see sales information, new leads, calls, and review customer service activity throughout the day.

Many companies using PestPac.net take advantage of a feature that lets customer service representatives enter notes into a customer's account that summarize conversations with those customers. Then the manager can review those notes at any time for a particular day or a specific customer or customer service rep. The flexibility of reporting is nearly unlimited in formatting and functionality.

The Learning Curve

An important consideration when purchasing a new office system is the learning curve required before everyone is 100% functional. At Pro-Tech, the learning curve was short. "The home inspectors were able to grasp the concepts involved in PestPac.net very

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easily and the office people were enthusiastic from day one. It's a very user friendly system that does not take a lot of time to figure out," says Greg.

PestPac.net Enhances Communication

Pro-Tech is busy incorporating the new features of PestPac.net into their daily routine. One of the most important features to Greg is the contact management capability. "Our home inspections are performed for the realtor, not the consumer, so it's really important that we keep track of our contacts with each realtor. PestPac.net helps us do this easily."

Not only does Pro-Tech use PestPac.net to communicate with each other, it uses many of the features to keep in touch with its customers. Pro-Tech sends letters and thank you notes by easily accessing the information about specific services for individual customers.

PestPac.net has a variety of advanced service notification features to help reduce the number of missed calls.

Support from Marathon

Wood Destroying Insect (WDI) reports are typically required by mortgage companies when purchasing a new home. "Marathon really went the extra mile in developing forms for us that match those used by NPMA and those that North Carolina requires," explained Greg. Those forms are then printed out and are ready to send to the appropriate recipient.

"We like the fact that we can easily get in touch with any of the Marathon employees assigned to our account. They know our business and our system's configuration and are well prepared to help us whenever we call," says Greg.

The Future

According to Baumann, there are many other functions that will enable Pro-Tech to increase its efficiency. "We plan to use the profitability reports to track the profits of each job and each inspector. And we'll be looking at building a web site using that function of PestPac.net."