



Profile: PADI Americas

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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 worldwide. 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.

In early 2002, Sharon Dill, vice president of information technology for PADI Americas, 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 Americas selected e-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 e-Synergy could do, I was blown away by what a complete package it was," Dill said. "e-Synergy is a different way of thinking; a different way of interacting with your core constituencies." e-Synergy integrates your workplace data to provide you with complete management of: CRM, workflow, relationship management and knowledge management capabilities.

Business Issue

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

Impact

No way to track the multiple customer communication taking place in isolation.

Solution

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

Results

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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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 e-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."

Dill plans on deploying e-Synergy on a global scale at PADI within the next few years.

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 e-Synergy and Exact's ERP solution (Macola ES), PADI Americas has achieved even greater efficiency," Dill said. "With the implementation, we now have our membership information, Macola ES and e-Synergy sharing the same database-which is a powerful combination!"

In the future, Dill hopes to give PADI Americas' members access to e-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 ES. In addition, Dill plans on deploying e-Synergy on a global scale at PADI within the next few years.



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