



ACT! Software User of the Month
Vicki Zarletti – Hatz Diesel of America



Vicki is a 12 year veteran with Hatz Diesel of America, Inc. Hatz Diesel of America is the distributor for North America located in Waukesha, Wisconsin. The parent company, Motorenfabrik Hatz Germany, began more than 135 years ago, with subsidiaries worldwide. Hatz manufactures a full line of high quality diesel engines from 3 to 74 hp. Today, Hatz diesels are used for many applications including: industrial, construction, military, railroad, power generation etc.

Hatz engines are sold through a distributor network located across North America. Hatz Diesel of America employs four territory managers who work with the respective assigned distributor and with OEM's to sell the engines. Each territory manager maintains a remote database installed on their laptop computer. The remote databases are configured to automatically synchronize with the master database on a daily basis. The master database is located in Waukesha, Wisconsin, the headquarters for Hatz Diesel of America. Currently running ACT! 2009 Premium, Hatz will be upgrading to ACT! 2010 Corporate Edition in December 2009. Set up to backup daily and reindex weekly, ACT! requires little upkeep.

Vicki relies on ACT! daily. She remarks, “We (Hatz Diesel) have really gotten our money’s worth out of ACT!” There are several software features that are key to Vicki’s success. First, important documents are attached to customer records making locating these documents simple. Second, ACT! sales activity reports are created and shared with management and the four territory managers. Third, Vicki uses SwiftPage to send PDF bulletins, price sheets and customer lists to dealers. Lastly, ACT! is used to quickly adjust territory management responsibilities.

Vicki also has created a variety of groups making it easy to reach out to dealerships, distributors, Hatz employees and service managers.

Vicki, congratulations on being the Computing Connections, Inc. ACT! User of the Month. We wish you the best!

Tom Koller, “The ACT Guy”
President
Computing Connections, Inc.