



Case Study: Hackman Capital Partners

Presented By: Thy Nguyen
Date:

Our company information:

Branch	Tekcetera, Inc.
Address	17280 Newhope Street, Suite 15
City, state, ZIP Code	Fountain Valley, CA. 92708
Phone number	888.782.2600
Fax number	714.850.1532

Contact name	Thy Nguyen
Title	Marketing Coordinator
Phone number	888.782.2600 ext. 5583
Fax number	714.850.1532
E-mail address	tnguyen@tekcetera.com

Customer profile

Customer name	Hackman Capital Partners
Address	11111 Santa Monica Blvd.
City, state, ZIP Code	Los Angeles, CA 90025
Phone number	310.473.8900
Fax number	310.473.8827
Web site address	http://www.hackmancapital.com/

Industry	Investment
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Contact name	Jeff Pfiffner
Title	CTO
Phone number	310.473.8900 ext.174
Fax number	
E-mail address	jpgiffner@hackmancapital.com

Company Profile

Hackman Capital Partners is a private asset based investment firm that specializes in the acquisition of real estate and capital assets.

The Company focuses on value added real estate investments that involve either leased or vacant industrial properties, capital assets, financial restructurings or other unique real estate opportunities where complex processes must be navigated to successfully restructure or reposition the investment.

Project Overview

After conducting a thorough needs analysis, Tekcetera recommended the implementation of a customized Microsoft CRM solution. This solution will allow Hackman Capital Partners to better assist their clientele through a more systematic work cycle. This will include the elimination of duplicate and redundant data entering, easier access to customer information, ability to produce standard documents and reports, plus the reduction of errors and omissions.

The lack of property availability plus the strong competitive presence in the value added real estate investment industry makes it difficult for Hackman Capital to produce promising leads. The new CRM system will allow Hackman Capital to cultivate contacts to increase their deal pipeline.

The integration of a central document depository and sales related tools will offer Hackman Capital smoother, and simpler deal management procedures. Therefore, enhancing the client's experience and building stronger relationships.

Currently, we are developing new additions to Hackman's CRM system that will allow them to efficiently managed new deals and real estate acquisitions, particularly through operational efficiencies.

Hackman's decision to contract Tekcetera for the implementation of a Customer Relationship Management system has allowed Hackman to increase productivity, generate new customers, build positive relationships with existing customers, and create an efficient work environment.

IT Solutions Tekcetera Implemented

Microsoft CRM 3.0
SQL Server 2000
Microsoft Sharepoint Server 2003
Microsoft Exchange Server 2003