

**Company Name**

Veracity Credit Consultants

**Established**

2003

**City**

Denver, CO USA

**Website**[www.veracitycredit.com](http://www.veracitycredit.com)**Contact**

William Ayer

**Title**

Operations Manager

**Industry**

Financial

**Query Version**

Stonefield Query for GoldMine

**Dealer**

Apropos Consulting

**City**

Denver, CO USA

**Website**[www.aproposconsulting.com](http://www.aproposconsulting.com)**Contact**

Mark Cutts

**Notable Quotes**

"Without Stonefield Query for GoldMine we would know considerably less about our business. We would have to implement a position or two dedicated to getting simple reports out of our database. The implementation of Stonefield Query for GoldMine has cut processing times exponentially thereby speeding up our overall business flow."

**William Ayer**

## Giving Credit to Stonefield Query for GoldMine

**Veracity Credit Consultants in the Spotlight**

Veracity Credit Consultants are credit optimization specialists located in Denver, Colorado. Since 2003, they have educated over fifty-thousand Americans on how to manage their debt, fix credit errors, and rebuild their credit scores.

William Ayer is the Operations Manager of Veracity Credit Consultants. William was one of the decision makers that had overseen the implementation of GoldMine and was influential in the decision to incorporate Stonefield Query for GoldMine.

**The Veracity Credit Consultants Problem**

Before they used Stonefield Query for GoldMine, Veracity Credit Consultants had to do all of their data mining and report writing using GoldMine's reporting tools. This required advanced programming knowledge. "The process of creating and often times running a report involved the end-user and the IT department going back and forth exchanging messages," said Ayer. "It could take several days to produce the expected results, if GoldMine was able to access the information at all."

All departments rely heavily on the information stored in GoldMine. The Accounting and Processing departments use the information to move clients through the program and ensure that proper billing occurs. Management produces crucial business reports such as processing volumes, client retention rates, and daily signups. The speed at which they are able to utilize this information is critical to their success. Veracity Credit Consultants needed an efficient easy-to-use data mining and report-writing solution.

**The Stonefield Solution**

Mark Cutts is a certified GoldMine consultant with Apropos Consulting. Mark worked with Veracity on the customization of GoldMine and the development of several automated processes. Apropos Consulting first discovered Stonefield Query in 2002 when Mark was looking for an easy-to-use data mining and report-writing solution. Since then Stonefield Query has become a standard part of their toolkit.

Mark discussed with William the complications they had creating reports and the need to simplify the process. Mark recommended Stonefield Query for GoldMine as the data mining and report-writing solution. "Stonefield Query is a very powerful tool," said Mark. "We provide it to just about every corporate, premium, or enterprise edition of GoldMine we sell, and I have never found anyone dissatisfied with it."

Before Veracity decided to purchase Stonefield Query, they attended a free online webinar and downloaded the free thirty-day trial version of the program. "We examined Stonefield Query based on the recommendation of Mark Cutts," said William. "Mark informed us that for our needs it is a better solution than Crystal Reports. After comparing the demos we discovered that he was absolutely correct. Stonefield Query is more versatile and user friendly."

**The Result**

Stonefield Query for GoldMine made life at Veracity Credit Consultants much easier. Now they no longer have to work with the IT department when they need to create or edit a report. Reports can be set up using the security features of Stonefield Query. By doing this employees need to have the proper clearance level in order to run reports. The ability to schedule reports for automatic delivery or export data to other applications allows them to utilize information. They review productivity and display the frequency and total number of callbacks made throughout the day. This helps ensure that no clients are stuck in workflow gaps.

Veracity Credit Consultants has used Stonefield Query for GoldMine since February 2006 and have recently upgraded to the latest version of the software.

Stonefield Query for GoldMine is used daily for all reporting out of GoldMine. It is a very valuable business tool for Veracity Credit Consultants. "Without Stonefield Query for GoldMine we would know considerably less about our business. We would have to create a position or two dedicated to getting simple reports out of our database," said William. "The implementation of Stonefield Query for GoldMine has cut processing times exponentially thereby speeding up our overall business flow."