

Indigo Signworks has used KeyedIn™ Solutions longer than any other company. Is it any wonder that last year was one of their best years yet?

When Indigo Signworks needed a full-featured software application to keep up with growth and future plans, big software companies weren't the answer. Instead, Indigo Signworks helped develop KeyedIn Solutions and the rest, as they say, is history.



About Indigo Signworks

Indigo Signworks based in Fargo, North Dakota isn't your typical sign company. To illustrate, it has six locations and over 100 employees. Indigo recently purchased Bacon Signs in Minot, ND. In terms of size and scope, few sign companies can rival Indigo Signworks.

Central to Indigo's growth and success has been its structured management and investment in equipment and people. Today, department managers perform day-to-day functions with Tom Nelson, Vice President, in more of an oversight role, focused on moving the company forward.

One of those reinventions for Tom has been the increased focus on employees, equipment and moving the culture into a positive direction.

According to Tom, "Employee concerns are always at the top of the list. We make a real solid effort to keep everyone on board. And when we change equipment or there's a problem with equipment, the right team members are involved."

For Indigo, KeyedIn Solutions fills an essential supporting role that helps everyone from president to department managers to line employees perform better at their jobs.

“ Founding Indigo Signworks I've learned to delegate,” said Tom. “I've reinvented myself at least a dozen times. ”

Tom Nelson, Vice President, Indigo Signworks

True CRM solution

For Indigo Signworks, the key benefit received with KeyedIn Solutions is customer relationship management (CRM). The company tried using Constant Contact, Microsoft Contact Manager and a handful of other off-the-shelf CRM packages. None of the solutions helped Indigo to the degree required to manage customers.

With KeyedIn Solutions, Indigo has a true CRM solution. Sales staff can enter and track activity with clients, as well as select options for sketches, bid quotes and customer work orders.

Another area that KeyedIn™ Solutions has assisted Indigo is job costing. Before KeyedIn Solutions, job costing was sporadic. Then the hope was the sampling was representative of the overall job cost profitability.

Now with KeyedIn Solutions, Indigo has job costing on every project invoiced. “Job costing in KeyedIn Solutions has been phenomenal,” said Tom.

“CRM is a major area for us that KeyedIn Solutions has really helped,” said Tom. “Getting that information into the system is invaluable.”

Tom Nelson, Vice President, Indigo Signworks

Why KeyedIn Solutions?

Since Indigo has relied on KeyedIn Solutions longer than another company, they have a unique perspective of its role on operations and alternative solutions.

For Tom Nelson, sign companies often try to create their own integrated software solution. He saw it differently and had the vision to outsource.

“Most in our industry try to develop their own solution because it meets their needs and works in their world and they don’t like depending on other people.”

“What’s unique about KeyedIn Solutions is you found a niche that was needed,” said Tom.



For Indigo Signworks, KeyedIn Solutions represents what they believe in, investing in technology to always stay ahead of the curve.

Best year in 10 years

The economy has been hard on nearly every industry and individual. However, the story has been much rosier at Indigo Signworks. This year, the company will have its most profitable year in 10 years.

“We’re successful and attribute that to KeyedIn Solutions, and also when the economy got bad, we didn’t pull back, we went forward,” said Tom.



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