



Auric Technology: making CRM simple

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Can a CRM application be easy to use? Gordon Hartogenesis, CEO of Auric Technology (www.aurictechnology.com), believes it can. While many CRM applications have a reputation for being less than user-friendly, Auric Technology has created an on demand CRM application that's easy to learn, easy to use and that has offline functionality. Hartogenesis sees this as a critical combination, especially for small to mid-size companies who are entering the CRM market for the first time.

“Small companies are intimidated by the large CRM vendors,” says Hartogenesis. “The interfaces are too complicated and they offer too many options and decision trees. If your primary audience for an application is your sales force, you can't intimidate them with a complicated system. They'll never use it. You have to keep it simple.”

A simplified reporting solution

Hartogenesis has taken the notion of simplicity one step further by partnering with companies who share his philosophy and whose technologies complement his product. When it came to reporting systems, IzendA Ad Hoc was a natural fit.

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After looking at the larger reporting solutions, Hartogenesis was impressed with how simple IzendA Ad Hoc was to use. He also recognized that it could be used as a key selling point during client demonstrations.

“There are a lot of deals and projects we go after where the key to closing the deal is a couple of reports,” says Hartogenesis. “You can't anticipate what fields the customer is going to want. But because our consultants and sales people know how to use IzendA, they can build a report on the fly.” Integrating IzendA reporting functionality made Auric's solution more attractive to prospects and increased the value in clients' eyes. For Auric's salespeople, this made selling the solution much easier.

The right access to data

For an application service provider like Auric, another key to winning a client deal is to focus on security. “Obviously, when a customer

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logs in, we can’t give them access to the whole system. Izenda allows us to program the settings so we can limit the data users can see. They get exactly what they need and only what they need.”

Limiting data is not only a security consideration, but it helps reduce confusion for end users. With Izenda, if a user doesn’t have access to the data in a drop-down menu field, you can remove it. If they can’t see the field, they won’t wonder why they can’t access the data.

A critical component in a competitive marketplace

Reporting capabilities are critical for a CRM application. In the past, the lack of solutions available to small companies might have been a competitive hurdle too big to overcome, as Hartogenesis acknowledges. “Purchasing a reporting product from a larger vendor would have doubled our costs because the time to integrate the application with our own would have been much greater.”

With Izenda, smaller companies now have a way to compete. “The Izenda Ad Hoc Enterprise product saved us about two man-years of development which is a cost savings of about \$200,000,” says Hartogenesis. “Additionally, the product that we would have developed would not have been as robust or as flexible. Most likely, our development would have been tailored to fit a particular customer’s needs and then later retrofitted to work for other customers.”

The internal cost savings are important, but even more significant for Auric is its ability to differentiate itself from competitors like Salesforce.com, whose “customizable canned” reports lack flexibility and are cumbersome to use. Offering Izenda’s reporting capabilities gives Hartogenesis and Auric a significant competitive advantage. “By leveraging Izenda Ad Hoc, we are now able to market to and sell into a higher tier of enterprise customers, and we’re able to go to market with the new and improved solution immediately.”

Izenda CEO Sanjay Bhatia sums it up: “Reporting solutions can be very complicated, but they don’t have to be. When companies like Auric partner with us, they can immediately and economically provide reporting capabilities that large CRM vendors spend a lot of time and money to develop. We help them compete at the enterprise level.”