trapp TECHNOLOGY

Case Study
Cloud-Hosted Software

InterWeave
Smart Solutions

Integration Technology, Inc. Leverages Reliable InterWeave Cloud to Foster Business Growth

Integration Technologies, Inc. Sees Unlimited Growth Potential with InterWeave Private Cloud for CRM Solution at Trapp Technology

"With the combination of InterWeave Smart Solutions and our customers' applications running at Trapp Technology, we have the best of both worlds. It's one stop shopping for our customers' needs." Bruce Magown, CEO, Integration Technologies, Inc.

Integration Technologies, Inc. (ITI) is experiencing greatly improved margins and increased customer satisfaction with their InterWeave private cloud for CRM solution hosted by Trapp Technology. ITI's customers enjoy complete, real-time application integration, increased performance, fewer connection issues and excellent high-level support on Trapp Technology's all-in-one private cloud infrastructure.

The Challenges

RELIABLE CLOUD PLATFORM

With customers moving to the cloud, ITI needed a reliable cloud platform for its customers' QuickBooks and other applications that would support and facilitate rapid growth. "Doubling or tripling every year is ITI's goal, but you need a solid foundation to work from," stated Magown. "That's how you build a sustainable business in the SaaS world."

Magown explored several options for a platform to host his cloud-based integration solutions, including five premier cloud providers. For six months ITI partnered with them to develop an integration platform without success. Frustrated, Magown found Trapp Technology, who promised to have a solution working in less than a week.

PROBLEMS WITH MULTIPLE PLATFORMS

Although Trapp Technology was a great solution, a large share of customers' applications still resided in-house, at ITI or on other clouds such as Salesforce.com. "We were still working with multiple platforms with technical groups who are not accustomed to the environments we work in, creating failure scenarios for clients," stated Magown. "If I have a customer today who has connection problems with other providers, we insist the customer moves to Trapp Technology so proper support may be provided."

CHANGING BUSINESS STRATEGY

ITI added other CRM providers like SugarCRM, Microsoft Dynamics and PlanPlus Online, which created the opportunity to develop a complete private cloud for customers. "We changed our focus from integration to CRM management and monitoring in real time," explained Magown. "With that approach I can offer a private cloud with rapid setup because we have the CRM technology, and InterWeave can connect the application with QuickBooks."

Background Information

CUSTOMER
Integration Technologies, Inc.

CUSTOMER WEBSITE
www.interweave.biz

COUNTRY OR REGION
Northeastern U.S.

INDUSTRY
SaaS

PARTNER
Trapp Technology

PARTNER WEBSITE
www.trapptechnology.com

PROFILE
With offices in New York, Connecticut and Toronto, Integration Technologies, Inc. (ITI) developed "InterWeave Smart Solutions®", a comprehensive SaaS integration platform with solutions that connect CRM, eCommerce and financial applications in the cloud. ITI's complete, configurable solutions integrate today's popular business applications – Salesforce.com, SugarCRM, Oracle Sales Cloud, Microsoft Dynamics, Magento eCommerce, QuickBooks and dozens of other CRM, payment, and accounting products.

Thousands of enterprise, SMB and non-profit organizations have relied on ITI to quickly and affordably build, deploy and maintain customized integrated CRM solutions on the cloud. Their recently released iOffice Solution provides real-time Quote, Order, Inventory and Payments Monitoring and Management. ITI's business model is SaaS, hosted with annual renewal.

The Solutions

TRAPP TECHNOLOGY PRIVATE CLOUD

Quickly, ITI had a customer ready for the private cloud solution. They counted on Trapp Technology's excellent track record and skilled technicians to solve the technical issues with hosting all of the customer's integrated applications.

"I went to Trapp Technology to eliminate the setup problems and connection issues for customers," explained Magown. "With Trapp Technology you would be up and running in three days – even in 24 hours. Everything is taken care of for you if you put it all on Trapp Technology's cloud."

IMPLEMENTATION

The implementation was challenging. "The UNIX environment was the difficult part," explained Magown. "They came to that bar and they went over it, extending their skill levels to accommodate those customers. We had the target out in front of us, and we all collaborated in a timely manner to reach it."

CAPABILITIES

InterWeave Smart Solutions can now run on the same server with QuickBooks, Sage, Magento eCommerce, WordPress and other applications at Trapp Technology. "I can have sub-second communication between these applications all in a private cloud environment with no connections – direct access," said Magown.

"If the customer is using SugarCRM, Microsoft Dynamics or Oracle Sales Cloud, everything can be there. Trapp Technology has the knowledge to make it work. Instead of up to four types of connections, I can be down to zero at Trapp Technology. You can be sure I will be bringing more customers over."

"Trapp Technology has substantially increased support which rounds the whole thing out," stated Magown. "We've got a solution that provides seamless integration with the customers' choice of applications in real-time; hosted and supported 24/7/365 in a secure environment."

Benefits

UNLIMITED GROWTH

ITI expects rapid adoption of their private cloud offering and straightforward implementations. "In twelve months we will have over two hundred customers using their own private cloud," stated Magown. "I ask Trapp Technology to put them up and there you go. That's the benefit of working with a partner that understands CRMs and all aspects of the technology."

"I think the private cloud solution takes away any restriction that was limiting our growth. Complete support, multiple applications residing on one or more servers in a private cloud environment at a price point that is the most competitive in the market today – I don't think anybody can beat it."

IMPROVED MARGINS

With early private cloud customers, connection issues and support calls are down substantially. With costs down and excellent pricing, ITI is seeing improved margins. "Price points between ITI's existing services and the new private cloud are approximately 50% higher with 70% less support," stated Magown. "Just do the math."

INCREASED CUSTOMER SATISFACTION

With ITI's private cloud, every employee, in every division can access their specific application with the right information being updated in real-time. "To the customer, that means being up in three days or less, and efficient, accurate order-taking, which results in more sales," said Magown.

"In today's social media-driven world, customer satisfaction is essential. Having their eCommerce, website, CRM, and financial applications all integrated on a private cloud is everything our customers need."

FAST AND EFFICIENT

Private cloud customers maximize performance and efficiency. With InterWeave's integration on Trapp Technology cloud servers, clients receive an all-in-one

solution. This creates faster syncing speeds and the highest user efficiency.

COMPLETE SOLUTION

The environment at Trapp Technology gives ITI the confidence to recommend the InterWeave private cloud for CRM solution to its customers. "Everything is backed up, I know their schedules, I know who's available for support, and I know their skill level, which is why I tell prospects and customers that to make them successful, they need to move to Trapp Technology. In my business if I cannot support a client correctly, I won't take them on as a customer."

CLOUD PROVIDER RECOMMENDATION

What would ITI tell other solution providers considering Trapp Technology? "I would say look at the track record of Trapp Technology's cloud services for other solution providers and make your own decision," stated Magown. "The private cloud for CRM at Trapp Technology has all the benefits there – complete security, back up, integration, managed applications and more."

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