taskcentre
BUSINESS PROCESS MANAGEMENT SUITE

ABOUT TASKCENTRE

A unique, all-in-one Business Process Management (BPM) suite that offers alerts, workflow automation, and codeless integration.

Scalable to fit the needs of companies ranging from small business to large enterprise, TaskCentre enables integration with popular ERP, CRM, Ecommerce and other Cloud applications/services.

ABOUT FISHER TECHNOLOGY

Fisher Technology is the North American Distributor for Orbis Software (publisher of TaskCentre).

(877) 241-7713

SYNCSITE DEPLOYS TASKCENTRE WITH EVERY SALESLOGIX CRM INSTALLATION

SyncSite provides Business Intelligence (BI) and Customer Relationship Management (CRM) solutions that transform your business. The products and services they implement allow companies to target profitable opportunities, improve efficiencies and positively impact the bottom line.

Discovering TaskCentre for SalesLogix

As one of the first ever accredited Saleslogix channel partners, SyncSite has a long and enviable track record of successfully driving business innovation and efficiency.

Nicholas Kyriazis, Vice President of Sales and Marketing for SyncSite, highlighted how their policy of periodically reviewing the technology landscape led to the adoption of TaskCentre. "In order to remain competitive as a provider of CRM and Business Intelligence solutions, we are constantly evaluating new technologies which further enhance our value as a technology partner to our clients. This is how TaskCentre and Fisher Technology fell in to the fold at SyncSite."

The Benefits to SyncSite

According to Nicholas, "A key factor in the adoption of a third party application like TaskCentre is its ability to deliver additional revenue streams for our organization. TaskCentre for Saleslogix is seen by our team as a powerful tool for achieving this objective and we include it in every proposal."

Another benefit for SyncSite is the competitive approach Fisher Technology takes when communicating the benefits of the product to existing SyncSite customers that are using a competitive solution. This was highlighted by Nicholas, "Customer focused consulting firms recognize that technologies evolve over time and that new vendor solutions can closer meet the needs of customers. In instances where we have historically deployed a similar solution to TaskCentre for SalesLogix, Fisher Technology works with us to provide a very competitive upgrade path for customers to follow. This is great news for customers as they gain access to a powerful solution, and we reinforce our reputation and commitment to the long-term support of their business."

The generation of new business sales is a philosophy that is at the very heart of SyncSite and it is this ethos that has helped it become a respected and formidable Sage channel partner. With this in mind, Nicholas was quick to highlight the important role TaskCentre for SalesLogix plays in new SalesLogix sales, "Without question, TaskCentre is a real eye opener for potential SalesLogix customers.

> *"A key factor in our adoption of TaskCentre was its ability to deliver additional revenue streams for our organization which is why we include it on every proposal."*
>
> **- Nicholas Kyriazis,** SyncSite

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Being able to visibly demonstrate how we can automate a customer's CRM processes during a product presentation further enhances the value of SalesLogix.

The Technical Benefits To The Customers of SyncSite

Business Process Management (BPM) software like TaskCentre delivers a plethora of technical benefits to SyncSite customers and Nicholas highlighted two in particular. "As a technical capability, Advanced Business Alerts are a necessity for businesses wanting to succeed in today's information-based economy. TaskCentre for SalesLogix is the market leader for delivering this capability to customers."

Another technical capability that customers commonly request is Data and Application Integration. In particular, customers are demanding that integration projects are addressed through advanced 'drag and drop' integration tools as opposed to costly, hard coded integration.

Nicholas also highlighted this as an impressive characteristic of TaskCentre for Saleslogix. "The dedicated SalesLogix Integration tool effectively means Integration requirements can be addressed by simply dragging and dropping BPM tools onto the Task designer. Once again, to be able to demonstrate clearly how we can address any SalesLogix integration project without delving into actual software code represents a strong commercial benefit to the client."

Understandably, because of TaskCentre's technical flexibility, Nicholas was reluctant to single out any particular feature that customers hailed as the most compelling. However, Nicholas did state, "The ease of use and Graphic User Interface (GUI) is an immensely powerful way to help engage a customer with the product."

SyncSite and its Future Plans for TaskCentre for SalesLogix

When Nicholas was asked about the company's future plans for TaskCentre for SalesLogix he said, "We plan to delve further into the product's advanced functionality and extract further commercial gains for our customers." Clearly, the benefits of TaskCentre for SalesLogix to SyncSite are numerous and when Nicholas was asked if he felt the product was an essential add on for SalesLogix he replied, "We cannot envisage a situation where we would provide SalesLogix without it."

Reasons for Partnering

- Extend the functionality of SalesLogix
- Market demand for BPM Software
- Further consolidate SyncSite's position as a leading SalesLogix solution partner
- Offer new solutions and services to customers
- Generate new revenue streams

Benefits for the Partner

- Competitive advantage over other partners
- Enhanced value of SalesLogix proposals
- Higher customer retention & satisfaction
- Added revenue streams
- Address complex integration projects
- Deliver powerful workflow solutions
- Open up new market sectors

Fisher Technology
What do you want to Automate?

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