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Walk the Talk.

Interneer's Business Applications, Our Way.

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Introduction

Wouldn't it be nice if every company required it's employees to use their own product before selling it to others? Car company employees would have to drive the automobiles they manufactured and restaurant employees would have to eat the food they prepare. Possibly we would have cars with more features and healthier foods from our restaurants.

At Interneer, we use our own business applications created on the Instant Application Platform to run our business. Initially, we only created one solution internally to track our system issues. Now issue tracking is a small piece of the many integrated solutions our team has created such as timesheet tracking, issue tracking, sales management, marketing and document tracking. Not only have the solutions given us an advantage by streamlining our business and human workflow processes it kept us competitive in our ever changing business culture. Since we use it ourselves every day, it has and continues to helps us create additional features and functions for the Platform. This in turn has resulted in the revolutionary Instant Application Platform. As the leader of the Hair Club for Men once said, "I'm not only the Hair Club president, I'm also a client." We are not only the employees of Interneer, we are also clients.

Any Business Person Can Create Applications

Since the IAP allows everyday business people to create instant applications, it is common for someone from our team or a partner to follow the same steps we tell others to follow, design, configure and deploy, creating new business applications. This is why we have solution templates available in our solutions library. We know it will greatly enhance business and human workflow processes so why not make it available to other businesses. Our software is only useful if it helps people do their jobs more efficiently and with greater access to information.

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Business Applications, Our Way

It greatly helps that every employee is much more knowledgeable about using the software. This also generates more enthusiasm, which really shows up when we demonstrate our IAP. In fact, our Internal Management System is our number one most demonstrated application. It shows prospective clients how we have made the solution fit our unique business needs and that we really believe in our mission. We also receive very useful direct feedback from our team. The information collected is immeasurable (and sometimes rather passionate).

An application we are truly pleased with is the Issue Tracking solution which involves a using human-driven process. It allows us to create a flowchart and then enforces the process, we now evaluate issues using a factory-line approach.

Conclusion

So how important is using our own product? It plays a key role in our company's success, from sales to productivity to a deeply-rooted sense of ownership. So when someone asks if our Instant Application Platform really creates business applications instantly or if it has improved our business , we demonstrate with actions, not just words. We truly walk the talk.