

TaskCentre for SalesLogix receives plaudits from globally recognised SalesLogix partner.



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Partner Focus

TaskCentre®

The leading Business Process Management (BPM) Solution

Reasons for Partnering

- ⇒ Customer demand for SalesLogix Integration, Workflow and Advanced Business Alerts
- ⇒ The reputation of Orbis Software within the global SalesLogix and wider Sage partner channel
- ⇒ The technical strength of TaskCentre
- ⇒ Orbis Software’s commercial support program

Benefits for the Partner

- ⇒ Powerful but cost effective solution to address SalesLogix Integration and Workflow projects
- ⇒ Further strengthen the SalesLogix CRM proposition
- ⇒ Ability to provide significant added value to existing customer sites
- ⇒ New and recurring revenue streams for Empath-e
- ⇒ The ability to offer comprehensive sales and marketing automation solutions
- ⇒ The option to extend and enrich SalesLogix deployments to exact customer requirements.

► **Company**

Empath-e Ltd

► **Primary Partnerships**

Sage SalesLogix

► **Geographies**

UK, Europe & US.

Partner Focus: empath-e

AUTOMATING BUSINESS PROCESSES

TaskCentre

Orbis Software (UK)

Empath-e Ltd, a certified Sage Plc Business Partner, is a leading provider of Customer Relationship Management (CRM) and associated business applications in the UK. It helps customers greatly improve their performance in areas of Sales, Marketing, Customer Service & Customer Support, through the introduction of world class CRM technologies & IT services.

Empath-e Ltd are active contributors to all Sage SalesLogix online communities and its owner, Mike Spragg, is a respected authority on all aspects of Customer Relationship Management (CRM).

Empath-e Ltd and its initial interest in Orbis TaskCentre.

CRM is without question a critical business function and the deployment of the correct technologies to support this business area can have a profound effect on the commercial performance of a given company.

As a leading and well respected provider of CRM solutions, Empath-e Ltd have long recognised that CRM processes can often be complex and dependent on any number of variables. Therefore, relying on a CRM application user to react to real-time events can be a 'big ask' for any company.

Mike Spragg, Managing Director for Empath-e Ltd, highlighted this business reality as one of his main drivers for joining the Orbis Software partner program, "Effectively identifying and responding to critical business events is a must for organisations yet very few CRM applications have these capabilities built in as standard. We therefore

required a proven complimentary solution that would add business alerting and exception reporting capabilities to SalesLogix. Orbis Software and its TaskCentre BPM solution was an obvious choice given its global reputation within the SalesLogix and indeed the wider Sage partner community.

The commercial benefits of TaskCentre® to Empath-e Ltd

The commercial advantages of adopting a solution is always at the very forefront of any vendor partner agreement but Empath-e Ltd were more than aware of the advantages of adopting the popular Business Process Management (BPM) solution, TaskCentre for SalesLogix. This was highlighted by Mike Spragg when he said, "From a new business perspective, TaskCentre for SalesLogix enables my colleagues and I to confidently say yes to 99% of the business requirements requested by the customer. It acts as powerful engine in which to rapidly create unique automated processes without the need for bespoke development." He continued, "We now have the ability to rapidly tailor any SalesLogix deployments with TaskCentre for SalesLogix which means we for can pitch and win far more business opportunities."

Clearly, the ability of TaskCentre for SalesLogix to assist Empath-e Ltd in addressing prospective customer requirements is an excellent benefit to obtain from the partnership.

Another important but often overlooked commercial benefit of TaskCentre for SalesLogix is the opportunity for partners to revisit existing

Partner Focus: Empath-e

AUTOMATING BUSINESS PROCESSES

TaskCentre

Orbis Software,
2 Nuffield Road,
Nuffield Industrial Estate,
Poole, BH17 0RL, Dorset.
T: +44 (0) 1202 241115
F: +44 (0) 1202 241116
W: www.orbis-software.com

customers and assist them in obtaining a further ROI through the automation of their existing business processes. However, Mike Spragg was quick to highlight that this opportunity has always been recognised as a benefit to them, “Having the ability to provide a software solution that will enable an existing customer to extract a further return on investment (ROI) from their investment in SalesLogix is a win-win situation.” He added, “TaskCentre as a technology also helps to reaffirm our customer’s perception of delivering on-going, consultancy based value.”

The relationship between an application vendor and its channel partner is well documented as an important success factor and this was also raised by Mike, “Much like the relationship between a consultancy and its customers, the relationship between the consultancy and the application vendor is very important, both locally and globally. Orbis Software has a very strong reputation for working closely with partners and proactively addressing the challenges presented to them. This non product centric factor certainly drove us towards partnering with Orbis Software.”

The technical benefits of TaskCentre for SalesLogix to the customers of Empath-e Ltd.

As commercial environments continually change so do the pressures placed on an organisations IT function. In particular, Mike highlighted the growing commercial pressures that are creating Integration requirements within both his existing and prospective customer bases,

“Historical buying trends now mean that many organisation are running multiple business applications and, as a consequence, suffer from some degree of information disconnect.” He continued, “With TaskCentre’s drag and drop Integration capabilities, we can remove this business challenge in both a quick and cost effective manner.”

Aside from TaskCentre for SalesLogix’s Integration capabilities, Mike was also keen to highlight the other technical benefits that TaskCentre for SalesLogix delivers out-of-the-box, “The versatility of TaskCentre for SalesLogix is without question of huge benefit to the customer. Being able to deploy a single solution that can address a company’s Integration, Workflow, Document Automation, Business Alerting, Web Content Publishing and Self-Service portal requirements is a powerful proposition.”

Empath-e and its future plans for TaskCentre for SalesLogix

When questioned about Empath-e’s future plans for TaskCentre for SalesLogix Mike responded, “Our first goal is to share the benefits of TaskCentre for SalesLogix with all our existing customers. As stated previously, we place a great deal of emphasis on delivering long-term value to customers and this is where we will be focusing our attention in the coming months.”

When asked to give a final comment about Orbis Software and TaskCentre for SalesLogix Mike said, “Both the product and commercial support provided by Orbis Software is strong and we are looking forward to a long and successful partnership.”