



## Adaptive CRM

SaaSWizard, Inc. is the leading provider of Web-based business process automation (BPA) solutions for organizations of all sizes.

The company's flagship product, SaaSWizard, is a scalable, J2EE-based rapid application development platform that allows companies to rapidly create both enterprise-class Software-as-a-Service (SaaS) and internally hosted applications without programming. It can be run in a hosted, multi-tenant or dedicated server environment and customers can even move it to an in-house server running their choice of Linux or Windows operating systems.

### Challenge

SaaSWizard kept hearing the same issues from VARs and SI's about existing CRM products: They were unable to provide custom solutions in a reasonable time and "standard" implementations failed customer expectations. SaaSWizard decided to address those concerns by using its Java-based SaaSWizard development platform.

### Adaptive CRM

In just three months, SaaSWizard developed EnterpriseWizard Adaptive CRM, an out-of-the-box; browser-based CRM application that has all the core CRM functionality built in, is scalable to meet the demands of the largest corporations in the world and can be extensively customized by non-programmers.

"Before EnterpriseWizard CRM, CRM buyers had to choose between proprietary systems with limited customization or time consuming and costly development that might fail," said Bridget Conrad, VP of Business Development at SaaSWizard. "EnterpriseWizard Adaptive CRM has out-of-the-box, enterprise-class functionality and allows rapid, drag and drop customization by the business managers themselves."

### Results

Adaptive CRM has been implemented and is being used by companies worldwide, including Fortune 50 companies, for customer support, sales, marketing, internal helpdesk support, Sarbanes-Oxley compliance and other business process automation needs. EnterpriseWizard Adaptive CRM has notably replaced several installed "big-name" CRM applications such as MS CRM, Siebel and Vantive at customer sites.

### SaaSWizard Partnership

SaaSWizard, Inc. developed EnterpriseWizard Adaptive CRM to demonstrate the power of its SaaS platform and sells it through VAR's

"VARs have in-depth understanding of customer requirements; we provide the software infrastructure," said Colin Earl, CEO of SaaSWizard. "Together we deliver a precisely targeted solution. If you see an unfulfilled need for an application in your industry, SaaSWizard can help you to rapidly a custom product to address that need. The resulting solution can be installed on our hosting infrastructure or behind the customer's firewall for tight integration with their back-end system. The VAR gets all the consulting dollars of course and also shares in the SaaS revenue"