



ManuLogic

CRM for Serialized Equipment Manufacturers

Background

Lexnet Consulting Group is a premier VAR for CRM business solutions. Headquartered in San Francisco, California, and with additional offices in Southern California and Atlanta, Georgia, Lexnet builds solutions unique to the client's business and has completed hundreds of successful CRM implementations for companies across the country.

During the course of these implementations, Lexnet noticed a gap in the market - there was no vertical solution that focused on the needs of serialized equipment manufacturers. Existing CRM systems could be customized to address these needs, but such customization was expensive, time-consuming and painful to maintain.

They had heard that SaaSWizard allowed custom products to be built in as little as four weeks, so rather than waiting for a software company to grab this market; they decided to build it themselves.

Results

ManuLogic was ready less than three weeks later and paid for itself in sales revenue before it had even been announced.

Now customers are calling LexNet about a solution that only they provide. In addition to all the consulting dollars, they enjoy an ongoing stream of SaaS revenue, shared with SaaSWizard, which also provides the hosting services.

"Whether a company manufactures testing equipment, network appliances, telecom gear, kiosks, or any other type of higher end technology equipment," said Steve Chipman, president of Lexnet, "ManuLogic provides an easily justifiable return on investment based on factors ranging from increased customer retention to higher maintenance renewal rates."

Code Free Development Platform

SaaSWizard is a scalable, J2EE-based rapid application development platform of 2,000,000 lines of proven code that allows OEMs and VARs 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 environment or a dedicated Windows or Linux server inside the customer's firewall environment, for tight integration with sensitive back-end systems.

"The power of SaaSWizard is to not only allow for rapid development of vertical market applications," said Chipman. "but to also efficiently fine tune the application to serve each company's unique needs, while providing the deployment methodology that's best suited to their current budget, infrastructure and security requirements."

"SaaSWizard allows VARs and System Integrators to create applications without having to invest in programmers or hosting infrastructure" said Colin Earl, CEO of SaaSWizard. " They have in-depth understanding of customer requirements; we provide the software infrastructure. Together we deliver a precisely targeted solution for their market. ManuLogic is not only a truly great product; it is built on a scalable, secure and robust code-base that has already proven itself through years of production use worldwide. "