



### **Industry**

QlikPower has been in business since 2010, providing Business Intelligence, KPI's , Dashboards, Management Reporting and Data Discovery solutions to medium to large scale organizations.

### **Business challenge**

As part of their new growth strategy they recognized the need to centralize their existing customer data held on various internal databases and also provide a platform for adding new prospects and provide the necessary tools to target new markets for their technology based solutions.

### **Key Features**

One feature that particularly impressed QlikPower was the way Commence integrated with their email system and immediately indexed all the email history so that each account and contact had all the relevant emails available in one repository at the touch of a button.

### **Results**

By having this improved process in place, QlikPower has become more profitable and is now poised to grow significantly with the help of Commence CRM.

# **CRM manages Growth at UK Business Intelligence Company**

QlikPower is a leading Business Intelligence company serving the UK and Irish marketplace, delivering BI solutions based on the QlikView platform.

Having implemented Commence CRM from they now have a complete customer management solution which has dramatically improved the entire Marketing, Sales and Customer Support operations within QlikPower

Working in partnership with DB Computing – a leading Sage reseller - they have recently developed specific solutions for mid-market enterprises using Sage accounting software. These out-of-the-box solutions provide a parameterized package that delivers immediate ROI and avoids expensive consultancy services to achieve the same result.

“We had a lot of legacy data which was inherited from the previous owners of QlikPower and it was all over the place” said Paddy Moore – COO of QlikPower, “so we needed to get it into one place and also find out where all the relevant email history was and relate it to those customers and prospect accounts. We also needed to address all the other areas like Marketing and Customer Support where we believed we could achieve significant productivity gains through the use of the latest technology”

Commence Corporation’s “best in class” CRM software offers a comprehensive suite of applications for business contact management, sales and sales force automation, marketing, campaign management, lead management, project management, customer support and analytics. The solution is delivered on demand as a managed service hosted over the Internet.

“A selection process identified that many of the CRM packages just didn’t stack up or were too expensive when we added all the modules that we required. Commence had recently announced their new operations in the UK and since we felt that Support would be important we decided to evaluate their solution. We were immediately impressed with the intuitive interface and the broad range of functionality available to our users from one dashboard and we really liked the fact that their cloud solution was hosted in the UK, from a support point of view”

Commence CRM is used every day by all sales and support staff to manage and improve communications and relationship management at QlikPower.