

Informer™ Case Study

Customer Focused Marketing Integrates Informer Web Reporting to Deliver a Comprehensive Automotive CRM System

Situation

CFM needed a reporting solution for their AutoAccelerator CRM software. "We realized that we did not have the resources or the time to develop a reporting solution that was up to par with our CRM application", says Harris.

Success

Informer has allowed CFM to quickly deploy a reporting solution giving users access to the reports they need, where and when they need them. "Users feel more empowered by the charting and grouping capabilities", says Harris.

Challenge | Cost Effectively Implement a Flexible, Easy-to-Use CRM Reporting Solution

AutoAccelerator CRM, a subsidiary of Customer Focused Marketing (CFM), is an all-in-one CRM solution -- **built using SugarCRM** -- integrating all facets of automotive CRM into one comprehensive system. To enhance their offering, the team at AutoAccelerator CRM needed to integrate a powerful, flexible reporting solution. They spent thousands of dollars and many hours of development time trying to write a customized reporting solution and investigated other SugarCRM plug-ins with no success.

"The challenges were trying to develop a powerful and flexible enough tool that allowed some level of customization by the user", says Alicia Harris, President at CFM. "We had also worked really hard on our user interface and wanted a reporting tool with an interface that was clean and contemporary". Finally, we didn't really have development resources we could dedicate to the project so we needed something that was pretty much plug-and-play".

CFM wanted a reporting solution that would be simple to use and give users the ability to make report customizations like grouping and charting to avoid creating multiple reports that just displayed the same data in different formats.

Solution | Plug-and-Play, End User-Friendly Reporting Solution

After meeting Entrinsik at SugarCon 2010 and watching several demos, CFM selected Informer because it was easy to implement, report building is simple, it provides run-time customization capabilities, has a clean, intuitive user interface, and reports are easily created by non-developers.



"The best part is that Informer was plug-and-play. Implementation was fast, it was easy to connect to our database(s), and building reports was painless. Informer has a clean, easy user interface, run-time customizations, and reports are easily created by non-developers."

Alicia Harris / President & Founder



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With Informer, CFM has a secure, real-time reporting solution for accessing and displaying business-critical information stored within AutoAccelerator CRM.

"Informer has allowed us to dedicate our time and resources to perfecting our application, not building a reporting tool", says Harris. "There is no way we could have built a reporting tool with all of the functionality and flexibility that Informer offers".

Results | Delivering Data Where and When Needed Without IT Burden

"Our clients love it and it greatly reduces the time we have to spend creating reports", says Harris. "We create reports in minutes and our clients are very impressed."

By combining AutoAccelerator CRM and Informer, automotive dealers have access to real-time data and can customize reports on the fly without any IT assistance, driving improved marketing, sales, and customer satisfaction.

Contact us for a FREE trial

For a demonstration of Informer Web Reporting or a free 30 day trial call us today at 888-703-0016 or email at sales@entrinsik.com.

About Entrinsik

Since 1984, Entrinsik has been developing, implementing, and supporting database solutions that enable organizations to maximize performance and improve bottom lines by tracking, understanding, and managing information.

With tens of thousands of users across various industries, Entrinsik's Informer Web Reporting software delivers real-time access to multiple data sources simply and easily using a built-in Web-based query engine to provide a single point of secured information access for ad hoc reporting, report customization and analysis.

Entrinsik's SEMtek ERP software now drives many of the nation's largest professional and continuing education profit centers.

For a product demonstration or a free 30 day trial, call 888-703-0016 or email sales@entrinsik.com.

The screenshot shows the Informer Web Reporting interface. At the top, there are navigation tabs for 'Reports', 'Mappings', 'Security', and 'Admin'. Below this, there's a 'Policy Report' section with a table of data. The table has columns for 'Client State', 'Eff Date', 'Exp Date', 'Source of Issue or Name', 'Written Premiums', 'Written Agency Comms', and 'Commod Profit'. The data rows include various states like MA, CT, PA, and NC, with corresponding dates and financial values.

Client State	Eff Date	Exp Date	Source of Issue or Name	Written Premiums	Written Agency Comms	Commod Profit
MA	Jan 9, 2004	Jan 9, 2005	Transure Indemnity of America	65,073.00	6,700.00	833.28
CT	Jan 1, 2004	Jan 1, 2005	Transure Indemnity of America	50,717.00	5,072.00	593.84
CT	Jan 1, 2004	Jan 1, 2005	The Hartford Group	26,540.00	2,710.00	400.00
CT	Jan 7, 2004	Jan 7, 2005	Transure Indemnity of America	30,700.00	3,070.00	366.00
CT	Jan 7, 2004	Jan 7, 2005	AAA Life	13,007.00	1,341.00	166.63
CT	Jan 9, 2004	Jan 9, 2005	Transure Indemnity of America	57,160.00	5,716.00	694.23
CT	Jan 7, 2005	Jan 7, 2006	AAA Commercial Insurance Company	30,020.00	3,002.00	376.26
PA	Feb 6, 2004	Feb 6, 2005	Standard Fire Insurance Company	50,012.00	5,001.00	588.00
CT	Jan 7, 2005	Jan 7, 2006	Standard Fire Insurance Company	13,004.00	1,300.00	166.00
PA	Jan 5, 2004	Jan 5, 2005	Affinity Casualty & Surety	12,764.00	1,276.00	154.27
CT	Jan 7, 2004	Jan 7, 2005	Commercial Storage	16,007.00	1,600.00	202.04

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