

Independence IT Helps Contactivation Ease its Growth Pains

In business for 10 years, **Contactivation** is a consulting firm that focuses on helping its clients boost their bottom line by better managing important business relationships through software automation.

Partnering with leading CRM (Customer Relationship Management) technology companies, like Sage and InfusionSoft, Contactivation recommends, customizes and implements CRM solutions for organizations.

In 2005, Contactivation split off its home healthcare business as a separate company – HomecareCRM, offering the first CRM solution designed for home care and hospice agencies.

Challenges

As a relatively small company, Contactivation didn't want to invest heavily in its technology infrastructure, such as hardware and networking products. However, the consulting firm has employees located at its headquarters in Alpharetta, Ga., as well as Alabama

and Iowa, and wanted to leverage the top industry technology solutions to run its multi-location business as efficiently and effectively as possible.

"Our employees needed to be connected and be able to collaborate with each other, as well as have access to company data and applications," explained Karl Dumas, president and CEO for Contactivation and HomecareCRM. "We didn't want the hassle of hosting a network in house and dealing with the headaches when a server or network goes down."

The consulting firm had managed its IT infrastructure in house for about four years and dealt with a wide range of network and accessibility issues. "As we were bringing on more employees and operating more remotely, we needed to re evaluate our IT operations," said Dumas.

Solution

Dumas turned to Independence IT to take on the



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responsibilities for Contactivation's IT environment. Using Independence IT's Premier Managed Desktop solution, Contactivation's applications and data are hosted at an off site data center enabling employees

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to easily log in via the Internet and remotely access necessary data. With the managed desktop service, Independence IT installs, hosts, maintains and upgrades Contactivation's applications, such as its Sage ACT! and SalesLogix CRM solutions and Microsoft Office and Exchange.

Benefits

Relying on the hosted environment, Contactivation has not needed to invest in new servers or additional hardware as it has grown. The consulting company

simply adds more users as it hires new personnel.

"It is a significant time savings not having the responsibility of managing our technology infrastructure," Dumas commented. "It is nice to know that we can hand a project off, like a software upgrade, and it can be taken care of quickly. We are now able to focus more time on serving our clients and leave the IT issues to Independence IT."

"Independence IT has been extremely responsive in handling issues. We have been very pleased with its customer support and would highly recommend the company," added Dumas.

"With our HomecareCRM business taking off, I believe we will be using Independence IT to host our healthcare CRM and Blackberry synchronization applications in the near future," added Dumas.

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