



Data Net Nets Cost-Savings with Web-Based, Customizable Oasis CRM

Customer:

Data Net Solutions

Business Challenge:

Data Net needed a cost-effective solution to manage scheduling and service tickets, as well as CRM through the entire customer lifecycle.

Solution:

Oasis CRM, a Microsoft SQL-based solution, handles scheduling, service tickets, quoting, integrates with the accounting system, and offers sales and marketing capabilities.

Accounting Solution:

QuickBooks Premier

Benefits & Results:

- Service ticketing efficiency alone paid for the software in just three months, and Oasis continues delivering a return.
- With accounting integration and Web-based access, billing went from twice a month to daily, immediately improving cash flow.
- A purchasing agent simply pulls all quotes from Oasis into QuickBooks Premier, saving the equivalent of an estimated 1-2 FTEs.
- Oasis has the flexibility to fit Data Net's specific business requirements, while KnowTia provides unparalleled service and support.

Network technology has made dramatic strides in the past 25 years, from the introduction of the Internet in academic communities in the mid-'80s to mission-critical, global corporate networks today.

Since 1983, Data Net Solutions has been there to help commercial and government organizations navigate network technology to operate more effectively. The company provides support and technical services, leveraging the most reliable, high-powered computer and networking equipment available. As a certified partner for companies like Intel, Microsoft and Citrix, Data Net serves more than 1,500 clients.

Over the past decade, Data Net has transitioned increasingly to being more of a service company. With a growing volume of service tickets, the company outgrew its previous CRM application. However, other solutions Data Net tried and researched were unstable, complex, inflexible or too costly.

"The solutions we came across were extremely expensive for a 10-user implementation – at least \$50,000, not including customization," said Rob Slaughter, founder and principal systems engineer.

Moreover, none offered the complete sales through service and support capabilities Data Net needed.

Flexible, Web-Based CRM

Slaughter discovered the KnowTia CRM solution at an industry trade show. With a Microsoft SQL foundation, the software promised exceptional flexibility, as well as CRM functionality and the

service-ticket and scheduling capabilities to support Data Net's growing service business.

"We needed a Microsoft SQL-based solution that would handle scheduling, service tickets, bridge to our accounting system, and offer sales and marketing capabilities," Slaughter said. "KnowTia was the only one that fit the bill. We would have spent 10-20 times more for something to do just sales and marketing. Now we have an effective scheduling and service ticket application that also integrates CRM."

Today, Data Net relies on the KnowTia solution as the hub of its business, managing relationships from sales through service and support. In 2006, the company upgraded to KnowTia's Oasis CRM, which provides Web-based access for all users, as well as a customer self-service portal.

As engineers complete jobs in the field, they update or close service tickets from any computer, ensuring Data Net always has real-time customer data. Customers log on to view order status, search Data Net's extensive knowledge base, or request a quote or customer service.

Synchronized with Microsoft Exchange Server, Oasis brings in all emails and ties them to the appropriate contacts. The software also integrates tightly with Data Net's QuickBooks Premier application, pulling customer and service ticket information automatically into invoices.

Data Net also takes advantage of new quoting capabilities built into Oasis, retiring the separate quoting application it used previously. Sales reps choose from a list of options on a drop-down menu to create quotes quickly.



Most critically, Oasis has the flexibility to fit Data Net's specific business requirements. "The key is that it mirrors our workflow," Slaughter said. "Oasis has tons of built-in features, but it can also be customized right down to the way Data Net needs, leveraging the most powerful MS SQL backend you can buy. You can model Oasis literally to any company or workflow. Other applications are just not as moldable."

"Oasis is the one piece of software that is responsible for our success. We could not run our business without it. I can't think of anyone better to spend my money with. It's been very worth it for us, and we'd do it again."

— Rob Slaughter, founder and principal systems engineer, Data Net

Early and Ongoing ROI

In the past five years, Data Net has grown its service ticket revenue from \$600,000 to more than \$2 million – all managed with Oasis. Slaughter estimates that service ticketing efficiency alone paid for the software in just three months, and Oasis continues delivering a return.

"Oasis has been extremely cost effective. We're still continuing to realize more ROI as we roll out more of the Oasis feature set," Slaughter said. "The feature set is huge, but you can embrace it at your own pace."

Previously, accounting waited for engineers to return to the office with handwritten service ticket information. A data entry person would type in that information in the accounting system to support twice-monthly billing. Now, engineers enter final ticket details on site from any computer as jobs are completed, reducing typos and eliminating the need for accounting staff to enter the data.

"Data Net has the information in five minutes and can immediately capture that revenue," Slaughter said. "We went from billing twice a month to billing daily as work was completed. That immediately improved our cash flow."

Likewise, a purchasing agent simply pulls all quotes from Oasis into QuickBooks Premier, saving the equivalent of an estimated 1-2 FTEs.

The online customer self service portal saves additional staff time and improves customer relations. Customers can easily take care of less complex issues on their own or update their own contact details.

"Oasis is the one piece of software that is responsible for our success," Slaughter added. "We could not run our business without it. I can't think of anyone better to spend my money with. It's been very worth it for us, and we'd do it again."

A Valued Vendor Partnership

Slaughter also appreciates that the KnowTia engineers integrating and customizing the software for Data Net are the developers themselves, bringing unmatched knowledge about the application. That represents just one of the many ways that KnowTia as a company brings value. Support and the opportunity to be involved in the product's evolution are other value-adds.

"KnowTia works extremely hard for my business," Slaughter said. "KnowTia has grown a lot in the time we have worked with them and the service has only gotten better. They put a huge amount of effort, heart and soul to make sure it works for clients day to day."

"Your vendor partners can be partly responsible for your success or your failure, so choose wisely," he added. "In KnowTia, you have a real partner. You're not just a customer."

About KnowTia

Based in Tampa, Florida, KnowTia Corporation has provided client/server-based CRM software for the SMB market, specializing in the complete customer life cycle, since 2001. The company's early integration with Intuit QuickBooks® established it as a highly successful provider of CRM-based software to the small and medium-size business. Based on input from hundreds of KnowTia customers, the company introduced the browser-based Oasis CRM™ product line to maintain the company's position as the best CRM value in the marketplace.

Oasis-CRM™ automates your most challenging business processes. Oasis-CRM™ is designed as a "Total Business Solution," so all of the integrated modules you need to automate your business are included. Every department in your organization uses Oasis-CRM to share and process customer information in an easy-to-use, highly customizable environment. Oasis-CRM™ allows your business to grow by capturing lost revenue, optimizing efficiency and organizing business workflow.

