

BUSINESS PROCESS AUTOMATION

For Saleslogix CRM

Business Partner Success Story



taskcentre
BUSINESS PROCESS MANAGEMENT SUITE

ABOUT TASKCENTRE

A unique, all-in-one Business Process Management (BPM) suite that offers alerts, workflow automation, and codeless integration.

Scalable to fit the needs of companies ranging from small business to large enterprise, TaskCentre enables integration with popular ERP, CRM, Ecommerce and other Cloud applications/services.

ABOUT FISHER TECHNOLOGY

Fisher Technology is the North American Distributor for Orbis Software (publisher of TaskCentre).

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A VALUABLE RELATIONSHIP WITH ISM

Brian Segers of [ISM](#) shares his thoughts about a partnership with Fisher Technology that spans several years, and the value that [TaskCentre](#) brings to the Saleslogix line of business at ISM.

Why did you originally partner with Fisher Technology?

Brian: More than the fact that TaskCentre is a fantastic product, I really enjoyed dealing with Paul and Nicole and could see us working well together. So it was a combination of the product and the people. Even after all these years and all the business we've done together, the team at Fisher Technology still treats me as if I was their only business partner.

How does TaskCentre benefit your customers?

Brian: While Saleslogix offers *some* process automation out of the box, TaskCentre takes it to the next level. One of the most common processes we automate for customers is **Email to Anything** - email to support ticket, email/webform to lead, or even email to opportunity. Whether your customers interact with your business on the web or email, TaskCentre can automate it all - inbound and outbound.

We see so much value that we include TaskCentre in our proposals on just about every new CRM opportunity.

How does TaskCentre benefit your business?

Brian: TaskCentre is not a product that you just implement and leave. Once it's installed, customers begin to see how powerful it is and how many things can be automated.

As a result, it creates added revenue opportunities and recurring work for us. Before you know it, customers are asking for a new automated process or integration - the possibilities are endless.

TaskCentre really helps keep us involved and engaged with our customers - from both a revenue and relationship standpoint.

What kind of support does Fisher Technology offer?

Brian: Marketing, sales, demos, all of the above. If you need help co-marketing, just ask Nicole. And if you need a demo or support - even on short notice - Paul has no problem jumping in to make sure everything goes smoothly. It's a few levels friendlier and more personal than most vendor relationships.

It sounds like Fisher Technology really values your partnership?

Brian: There's a lot of trust between Fisher Technology and ISM. It's a win-win relationship. We have absolutely no problem sending our customers their way because we know they'll be treated well. And they have actually referred plenty of business to us too. It's a great product, a fantastic company, and a wonderful partnership. I would recommend them to any Saleslogix partner.

"TaskCentre creates added revenue opportunities and recurring work for us."

- Brian Segers, VP at ISM