



CLOUDSELLING COLLABORATES WITH BRIXXS TO DEVELOP NEW COMPETITIVE CLOUD-BASED SALES PLATFORM USING PROGRESS® PACIFIC™

Imagine developing and deploying a brand new cloud-based system, rolling it out to your employees and customers with no training or instruction, and realizing significant business benefits in less than six months. Sound too good to be true? Cloudselling was able to do just that. Based in the Netherlands, Cloudselling provides telemarketing, sales consulting, training and cloud-based software solutions to customers ranging from small to medium businesses up to multi-national industry leaders like Ricoh, Xerox and Basware. The company recently collaborated with Progress partner Brixxs to develop a new, state-of-the-art cloud-based Sales Platform using Progress Rollbase to boost its customers' sales. Part of the Progress Pacific application development platform, Progress Rollbase is a cloud platform that allows for the rapid creation of SaaS applications.

With a significant focus on providing telemarketing services, Cloudselling manages tremendous volumes of customer data on behalf of its clients. Before turning to Brixxs and Progress Software, Cloudselling managed all of its internal operations and processes manually using Microsoft applications like Excel and Word. Clients would provide the company with massive spreadsheets of data. Numerous employees would cull through the information, making changes, updating information, analyzing the data and pulling data to generate customer reports. The process proved to be challenging, inefficient and provided too many opportunities for lost or incorrect data and misinterpretation. Hans van Dommelen, owner of Cloudselling, wanted to implement a new system to automate and standardize the company's internal operations to increase productivity, efficiency and data accuracy.

However, as van Dommelen began researching solutions, he realized that Cloudselling could go farther than implementing just an internal solution. Many of the benefits he was looking to employ could benefit their customers as well. The project soon evolved into a much larger and exciting proposition. Cloudselling wanted to develop a new cloud-based Sales Platform that would streamline its internal operations while extending functionality out to its customers to optimize their own sales process.



CHALLENGE

Inefficient internal processes impacted productivity and data accuracy; wanted to take advantage of market opportunity to support existing services with a software solution

SOLUTION

Collaborated with Progress partner Brixxs to develop the Cloudselling Sales Platform based on Progress® Rollbase®, part of the Progress® Pacific™ application development platform

BENEFITS

Increased productivity; improved data quality; reduced time to generate reports from two days to zero; fulfills system enhancement requests within one hour; real-time collaboration between Cloudselling and its customers

BRIXXS AND PROGRESS® ROLLBASE® DELIVER TAILORED, FLEXIBLE AND RELIABLE CLOUD-BASED SOLUTION



After conducting a thorough evaluation of the market, van Dommelen chose to partner with local systems integrator and Progress partner Brixxs. Brixxs offers customers an extensive set of Progress Rollbase application templates through use of its own private Progress Rollbase cloud. "Change, both inside and outside of the company walls, has become a structural part of business today, whether it's as a result of new laws and regulations or other changes in the business world," explains Freddy Jaarsma, Director of Brixxs. "Increasingly, the biggest challenge modern businesses face is that these changes have to take place faster and faster. This means the solutions you use should also be able to deal with change. The advantage of the Progress Rollbase platform is that it has the speed, accessibility and flexibility required to develop applications as and when circumstances dictate."

Cloudselling looked at a number of options, but most were all far too complex with more fields and functionality the company didn't want or need. "We required a cloud-based solution that was quick and reliable. Brixxs was able to meet all of those requirements with the underlying Progress Rollbase platform. And unlike competitive solutions, Brixxs could tailor the solution to meet our exact needs."

Progress Rollbase also gives Brixxs the flexibility to quickly and easily modify Cloudselling's solution to support their changing business and customer requests. "Brixxs provides us with incredible support," says van Dommelen. "Anytime we need a modification made, our request is met almost immediately – often within the hour. And because we are in the cloud, any changes or updates are accessible to all of our customers. That level of support is something we just haven't experienced with another vendor. With Progress Rollbase and Brixxs, we can now easily keep pace with market change and customer needs."

"With the flexibility of Progress Rollbase and support from Brixxs, we are able to build a tailored solution that reflects exactly how our customers want to work. That is an impressive value proposition and major competitive advantage for us."

Hans van Dommelen
Owner
Cloudselling

STANDARDIZATION IMPROVES PRODUCTIVITY, DATA QUALITY AND VISIBILITY

The new Cloudselling Sales Platform has standardized how employees gather and report information. As a result the company is far more organized and able to focus more attention on serving customers and less time on manual processes, like managing spreadsheets. Today, clients provide Cloudselling with an initial spreadsheet of customer data. Within an hour, Cloudselling is able to import that data into the system where it is ready for both employees and clients to access in real-time.

Because Rollbase has standardized how data is imported, the quality of data has also improved. "You have heard the saying 'garbage in, garbage out.' In the past that was an issue – we didn't have any automated controls in place to protect against inaccurate data. And of course that affected the quality and accuracy of the reports," explains van Dommelen. "Our Progress Rollbase Brixxs solution only allows us to import data from the right format. From a quality control perspective, Progress Rollbase has made a huge difference."

The turnaround on reporting has also increased dramatically. "With our old system it took at least two days to generate monthly customer reports. With Brixxs and Progress Rollbase that time has been slashed to zero. Now there is no work required on our part after the data has been imported into the system. Rather, customers can access their own data and reports in real-time via our intuitive dashboard. And we are able to offer them far more options in terms of how they can slice and dice the information."

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Every Cloudselling client is given their own Rollbase account where they can access a number of SaaS modules and functionality to boost customer sales, including customer relationship management (CRM), a knowledge base, the ability to create standardized account plans, contract management, the option to create a product catalog from which they can generate proposals, and the ability to make price calculations. Through the Sales Platform portal, clients can also collaborate in real time with Cloudselling. And any new process or change made from a consulting or training engagement with Cloudselling can be brought into the platform so the system reflects the customers' own unique internal operations.

CLOUDSELLING GAINS A COMPETITIVE EDGE WITH BRIXXS AND PROGRESS ROLLBASE

Cloudselling's new Sales Platform is proving to be a significant competitive differentiator, says van Dommelen. "Most of our competitors are still very conservative, working with manual methods. With our Sales Platform our clients now have complete transparency into what we are doing for their business. With real-time reporting they now have far greater visibility into their business data and where they can make changes to improve results. And with the flexibility of Progress Rollbase and support from Brixxs, we are able to build a tailored solution that reflects exactly how our customers want to work. That is an impressive value proposition and major competitive advantage for us."

Both internal and external user adoption of the system has been very successful. "We implemented the system to both our employees and clients with no training or instruction whatsoever. There was no need because the system is so intuitive and user friendly. I haven't had a single inquiry come in or issue raised about the Sales Platform. It just works," says van Dommelen. And because the solution is built in the cloud using Progress Rollbase, Cloudselling, with the help of Brixxs, can have a new customer up and running on the new system almost immediately.

van Dommelen says Cloudselling is now collaborating with Brixxs to further optimize its Sales Platform. "We are working on a number of new exciting projects to support further sales automation. Reaction has been incredibly positive to our system. We see tremendous opportunity for expansion and business growth."

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ABOUT CLOUDSELLING

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ABOUT BRIXXS



Brixxs is a systems integrator and independent software vendor (ISV) partner of Progress, focused on the faster delivery of adaptive solutions, open innovation and new product development. Brixxs offers an extensive set of Progress Rollbase application templates by using its own private Rollbase cloud and works closely with other Progress partners to maximize the Progress Pacific platform-as-a-service (PaaS). www.brixx.com

PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that simplifies the development, deployment and management of business applications on-premise or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership.

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