Experlogix uses Adxstudio Portals to Enable Unassisted Quotes & Orders and Provide Support Case Management via the Web

Challenge

Headquartered in Santa Barbara, California, Experlogix develops, markets and supports product configuration software that is utilized by more than 800 customers worldwide including manufacturers, high technology companies, professional service firms, publishers and many other industries.

Experlogix product configuration software improves quote, order and manufacturing performance by extending Microsoft Dynamics CRM into a sophisticated pricing and product configuration system that expertly guides users through every aspect of a Dynamics CRM opportunity, quote, order or service contract. Built on the same .NET / SQL Server platform as Dynamics CRM, the two systems integrate seamlessly to provide a natural and intuitive user experience.
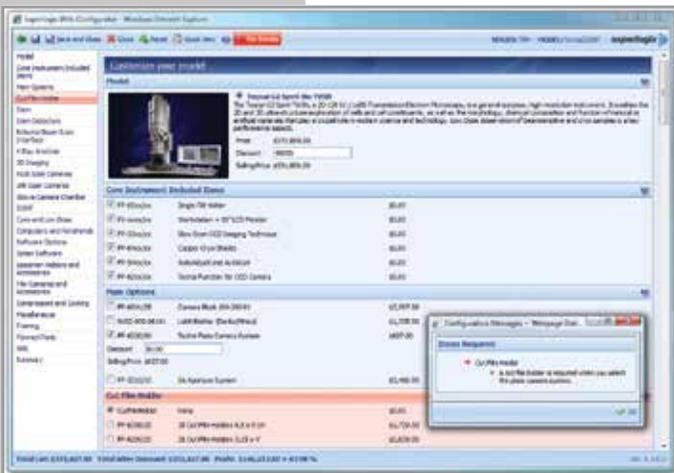
Founded in 1997, Experlogix wanted to provide a solution that would grow and scale to the world-class customer base they have today. Their business has been based on two fundamental principles; providing a simple-to-use yet powerful configurator technology and backing it with knowledgeable, responsive customer support. When looking at the options for extending their solution to a portal via the web, Experlogix elected to search for a best-of-breed solution with pre-built integration to Dynamics CRM.

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>
> — Jeff Holway
> Vice President Sales
> and Marketing Experlogix

Solution

In 2009, Experlogix partnered with Adxstudio Inc. and moved forward with the implementation of Adxstudio Portals as the foundation for their portals solution. Adxstudio Portals offered a framework that Experlogix could easily tailor to meet their needs as well as had the integration to Microsoft Dynamics CRM already built in. "To remain competitive our customer's required the ability to offer self-service portal functionality as part of the product configuration solutions they had in place," said Jeff Holway, Vice President Sales and Marketing at Experlogix. "Adxstudio Portals provided us with the foundation we needed to effectively scale our solution to meet the changing needs of our customers."

In fact, Experlogix is also implementing the Adxstudio Portals solution in-house. What Experlogix found is that the self-service functionality that Adxstudio Portals provides is not only a requirement for their customers and how they operate their respective businesses but something their customers expect from them.

The solution implemented internally helps Experlogix customers raise support cases, check the status of support issues and enables the Experlogix team to effectively manage and analyze those cases. "Adxstudio Portals will allow us to more easily scale to meet the support needs of our growing customer base, where self-service through the web is no longer an option but an expectation," adds Jeff.

A Technology Partnership that Works

When seeking a technology partner, Experlogix was looking for a partner that could add value to their overall solution. Web portal self-serve access was becoming a key requirement of their customers. Instead of building from scratch, Experlogix sought a partner who could provide them with a solid portal framework that could not only be tailored to work with their product configuration software but

a Partner who also had the same level of in-depth knowledge they had around Microsoft Dynamics CRM.

"With Adxstudio we found a like-minded business who were experts in the CRM and Portals field," said Jeff. "There was virtually no learning curve involved in using Adxstudio Portals, our development teams collaborated very well together resulting in a strong business partnership that continues to grow."

Meeting the unique needs of their Customers

Using Adxstudio Portals, the Experlogix Portal Edition enables companies to expand their sales to the web by providing the power of the Experlogix Configurator within a portal to help customers, channel partners and prospects to configure custom products and services to meet their unique needs.

"Adxstudio Portals has allowed us to provide a strong self-service portal solution to our customers," says Jeff. "One example, a US-based manufacturer was able to streamline their quoting operations with a dealer network by implementing the combined portal solution, increasing their average monthly quotes to more than $3.5 million per month. Their forecasting has improved greatly as well."

A Proven Solution that Scales

With Adxstudio Portals and Experlogix Portal Edition, Experlogix customers use a consistent model across the enterprise by supporting all sales channels from a single, centrally managed system.

AMX a U.S. based technology provider used Adxstudio Portals in Experlogix Portal Edition to allow their extensive dealer network the ability to build their own hardware quotes a frequent request from their dealers.

The overall solution which included not only dealer but sales team access, AMX saw their ability to produce quotes that historically capped at 300 quotes per month to more than 700 quotes per month, representing a 250% increase as well as scaling to meet the needs of their dealers.

About Adxstudio Inc.

Adxstudio Inc. is a leading provider of web portal and application life-cycle management solutions based on Microsoft Dynamics® CRM, SharePoint and .NET platforms.

Founded in 1998 and privately held, we're a Microsoft Gold Application Development and Customer Relationship Management competency partner. With a staff of over 50 solution and services professionals located in offices across Canada and the USA, we're focused on delivering web-based solutions built for the Microsoft technology stack. Our key application products include Adxstudio Portals and the Adxstudio ALM Toolkit.

Adxstudio Portals supercharges Microsoft Dynamics® CRM into an interactive, web-based engagement platform with Community, Retail and Government portals featuring responsive web designs tuned for mobile, tablet and desktop devices; forums, blogs, ideas and events for social engagement; customer help desk with self-service knowledge base, case deflection, ticket ecommerce, entitlement and status tracking; interactive web forms for non-technical publishers; and web content management.

The **Adxstudio ALM Toolkit** is an essential suite of tools that help automate change management for Microsoft Dynamics® CRM projects using a source control system such as Microsoft Team Foundation Server. The ALM Toolkit empowers project teams to apply agile methodologies to manage change, achieve developer isolation, and deploy solutions to multiple environments.

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