

Launched in 2006, Aqilla is a leader in the new breed of online software applications, designed for today's modern businesses. As part of the growing "cloud computing" revolution, Aqilla is accessed online by clients from anywhere, anytime via the internet and this frees them from having to upgrade software or hardware in their own premises. In accounting, this is particularly valuable as tax and other fiscal changes can be implemented and updated immediately. Aqilla can support businesses from a one person small business, to many user multinational companies.

Aqilla's system is document centric, covering sales, purchase and general ledger, cash matching, sales and purchase invoicing, and time management.

Time for better CRM

In common with many growing businesses, the Aqilla team realised the time had come to take control of managing their CRM function efficiently. Aqilla had several issues they were aware of in their day-to-day business activities, which were less than ideal and in need of process improvement. In particular, these included:

- managing contact information efficiently
- enhancing the view of sales pipeline
- a requirement to effectively manage sales and business opportunities
- a need to log and store all client communications centrally



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Aqilla

A good decision

Aqilla chose Really Simple Systems because of the package's competitive pricing, and also as their initial



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interaction with the Really Simple Systems team suggested working together would be easy. This proved to be the case, as the CRM system was rolled out. And, as a supplier of online software they needed no convincing of the wisdom of going to an online solution. "Really Simple Systems are very approachable, and a nice company to do business with," says Aqilla's Donna Cooper.

A great result

"Fantastic, outstanding," is the way Cooper describes the Really Simple Systems solution. As a result, the company has been able to automate its campaign management, communicate more effectively and track its prospects and customers. And, says Cooper, Aqilla now has "a 360 degree view of all customer and prospect information".

Final verdict

"The people at Really Simple Systems have been very good," concludes Cooper. "The system does everything you would want and expect, easily, and the support we have received is unsurpassable."

Really Simple Systems Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 people who want a straightforward hosted CRM sales, marketing and support system. The hosted model is particularly suitable for companies with multiple locations and sales people who work remotely or at home. Really Simple Systems is the largest United Kingdom provider of hosted CRM systems and has offices in the UK, North America, and Australia. Users include the Royal Academy of Arts, the British Library, British Red Cross and the Department of Health as well as many small and medium sized companies.

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