

Birmingham-based IIZUKA Software Technologies is a business software company with a difference. Founded in 2002, the company focuses on providing its clients with flexible, affordable IT solutions that have the same effect as custom packages. Rather than "having a prescribed solution looking for a problem", the company trades with partners whose expertise is to help its clients focus on their unique business needs, with Business Transformation Programmes varying from a comprehensive IT infrastructure to systems meeting specific tactical objectives. IIZUKA has developed a library of reusable KOZO technology components that act like building blocks to create specific solutions with the minimum of customisation.

Searching for 'the One'

As its business grew, IIZUKA needed to manage sales opportunities from a central source. It invested in one and then another CRM system, but was disappointed with both. The first product it used did not enable users to view opportunities centrally and lacked a web-based solution – with four field sales staff out on the road this was an essential functionality. As for the second, this suffered from what the company's managing director Greg Hayes terms: "application bloat" – basically, an excess of features that makes products slow, cumbersome and difficult to use.



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Greg Hayes
IIZUKA Software Technologies

The perfect match

The company was overjoyed, then, when it came across the Really Simple Systems CRM solution, which has finally enabled it to bring its CRM plans to fruition. Where other systems were sluggish and unwieldy, it says, the Really Simple Systems offering ("up-and-running in 10 minutes") is light, whizzy and intuitive. And all at a competitive price. Chosen by the very people who would be using it – the sales team – the product



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also had the exact functionality the company needed, including web-based access and centrally based sales opportunity data that enables the sharing of crucial leads and information. Users, say the organisation, also love the solution's link to Google Calendar.

The simple life

So, is 'Really Simple' a fair description of the product? "Absolutely," insists Greg. "It does exactly what it says on the tin. It's fast, easy-to-use and the buying/implementing process was a pleasant experience. It was really simple and painless. I have used CRM systems before, so I understood what I wanted, but this was still very quick." Greg has also been impressed with the post-implementation support: "You get a really high level of service," says Greg.

Final verdict

To sum up, Greg concludes: "We wanted a hosted CRM system and had used Maximizer and Sage CRM, but Really Simple Systems trumped them both because of its speed and low learning threshold for our users. Further, with Really Simple Systems on board, our Customer Service levels can only go from strength to strength."

For more information on IIZUKA visit iizuka.co.uk

Really Simple Systems Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 sales people who want a straightforward hosted CRM sales and marketing 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 and Australia. Users include the Royal Academy of Arts and the British Library as well as many small and medium sized companies.

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