SELF-SERVICE BUSINESS MANAGEMENT COMBINES THE BEST OF CRM, ERP & HRM
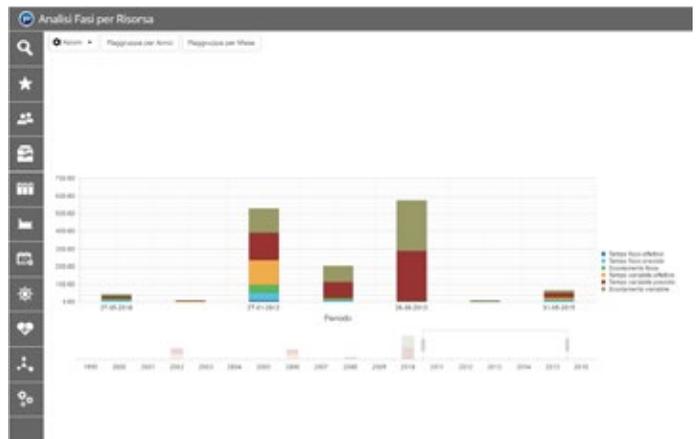
How Genialcloud Proj helps boost productivity and profitability for a mid-market manufacturing company.

OVERVIEW

WindyCity Works, a mid-sized manufacturing company based in a growing suburb of Chicago is dealing with growing pains. In the last two years, the business has grown from less than 10 employees to over 75, from one midtown location to three warehouses, one fabrication unit and two sales offices within the metro Chicago area. The company needs a solution to help ensure smooth and streamlined management of its business, including all the various processes from sales to inventory, and everything in between.

SOLUTION

WindyCity Works opts for Genialcloud Proj to address their multiple business needs. They outline three key areas that are essential to choosing their solution provider:

1. A well-established company with a good track record
2. Local or national presence validated by a local customer that can act as a reference
3. Solution that has all the required features

CHALLENGE

✖ Connect various business areas like Sales, Marketing, Inventory Management, Human Resources, and Project Management in one system to ensure smooth, streamlined workflow

✖ Connect various business locations together through one streamlined solution

✖ Add value to data with Business Intelligence, Custom Reporting, Secure Document Management and Unified Communications

✖ Create efficiency, address lost time and pave the way to become an ISO Certified company in the next 12 months

✖ Reduce investment in heavy IT infrastructure and work with minimal hardware investment

GENIALCLOUD PROJ HELPS BY

✔ Connecting all the business areas together, eliminating the need for disparate systems and multiple vendors

✔ Creating a highly connected company, reducing wasted time, enabling a paperless office and ultimately boosting overall profitability and returns

✔ Offering a Cloud-based solution with a simplified self-service option that enables the company to self-manage its users and their needs without the need for dedicated IT or expensive IT hardware - essentially zero initial investment

✔ Providing access to highly detailed analytics per department, proving to be key in decision making by key personnel

✔ Offering a simple billing mechanism on a customizable self-service consumption based model - essentially paying only for what they use

✔ Enabling their ISO Certification with ready-made templates and processes for various business areas

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BUSINESS PRODUCTIVITY SUITE

CONTACT US:
+1 (647) 925-3163

8 King Street East, Suite 1905
Toronto, ON M5C 1B5
www.genialcloud.com