

GLOBAL TECHNOLOGY RESOURCES, INC.



Company

GTRI, Inc.
Denver, CO
www.gtri.com

Corporate Details

Recognized as one of the fastest growing IT service providers in the US, Global Technology Resources, Inc. (GTRI) is a leading technology consulting provider which specializes in helping clients align IT investments with business strategy. The company's end-to-end consulting solutions address business needs in LAN/WAN IT strategy, VOIP and unified communications, infrastructure, wireless, network convergence, systems management, business continuity, storage & backup, and project management.

Benefits

- 100% accurate quotes
- Improved quote delivery time
- Profit margin calculations
- Enhanced opportunity forecasting
- Real-time sales tax calculations via AvaTax integration
- Microsoft Dynamics™ CRM integration



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Challenge

GTRI's diversified client base includes every branch of the armed services, multiple civilian government agencies and a spectrum of commercial enterprises. To drive expansion (GTRI achieved 66 percent growth from 2006 to 2009), GTRI added more services for its clients which drove a need to replace their Excel-based quoting system to support the daily production of dozens of time-critical proposals. "Quoting with Excel is cumbersome and did not allow for robust product configuration. We needed a configurator that was fast, easy to use and integrated with Microsoft Dynamics CRM as well as Microsoft Dynamics GP," says Jeremy Johnson, GTRI Sr. Solutions Analyst. "The configurator would also need to interface with web services from vendors to allow for continual product and price updates."

"Now we can focus on helping our clients align IT investments with business strategy and leave the quoting to Experlogix."

- Jeremy Johnson, GTRI Sr. Solutions Analyst

Solution

"Flexibility was the biggest requirement in choosing a new quoting application to meet our needs. Our vendor selection process included looking at all the quoting and configuration applications available across multiple platforms," continues Johnson. GTRI narrowed their search to a configurator with integration with Dynamics CRM to ensure accurate opportunity forecasting as well as a seamless quoting experience for their sales team. "From the initial product demonstration through our "go-live" day, we believed Experlogix was committed to making our project successful – and they delivered. They even tailored a few application releases to specifically meet our needs."

Benefits

Since going live with the Experlogix Configurator, GTRI's quote accuracy has increased dramatically - even warning reps when negative profit margins have been calculated prior to sending a proposal to a client. And correct quotes convert to accurate orders which even affects GTRI's purchasing department as significant time is saved when customer orders are accurate. GTRI also leverages Experlogix's integration with Avalara's AvaTax™ for real-time sales tax calculations.

"The support and service have been stellar. Experlogix has provided us with exactly what we need for end-user support," says Johnson. "Now we can focus on helping our clients align IT investments with business strategy and leave the quoting to Experlogix."