

# SCHOOLWIRES

K-12 Education Market Technology Provider Accelerates Proposal Development



## Company

**Schoolwires, Inc.**  
State College, PA  
www.schoolwires.com

## Corporate Details

Schoolwires provides strategic online communication, community-management and productivity solutions to the K-12 education market. Schoolwires is recognized in the Inc. 500 List as one of the fastest-growing private companies in the nation. The company's on-demand solutions are deployed at nearly 5,000 schools serving nearly five million students, parents, teachers and administrators throughout North America.

## Benefits

- Cut quote development time by 75%
- Discount policy enforcement
- Complete quote accuracy
- Consolidates product & service option rules
- Microsoft Dynamics CRM integration



## Experlogix, Inc.

27 W. Anapamu St., Ste. 310  
Santa Barbara, CA 93101  
(805) 504-9729  
www.experlogix.com  
info@experlogix.com

## Schoolwires, Inc. provides strategic online communication, community-management and productivity solutions to the K-12 education market.

The company's core product, Schoolwires Centricity™, brings together robust and flexible website management, community management and web 2.0/social network capabilities in a single, user-centric solution.

## Challenge

Schoolwires was struggling with an internal quoting process that was cumbersome and aggravating for their employees. "Our sales team was frustrated by the amount of time it was taking to build quotes and our support staff was wasting valuable time reviewing the quotes and orders for accuracy," says Dan Seeley, Manager of Sales Engineering, Schoolwires. "Reps were wasting several extra hours per week on the quote development process – time they could have been spending on customer acquisition activities."

***"Experlogix was incredibly easy to learn...and we were live within one week."***

- Dan Seeley, Manager of Sales Engineering, Schoolwires

## Solution

The Experlogix Configurator came highly recommended from Experlogix Certified Partner Cargas Systems, with whom Schoolwires works closely on their Microsoft Dynamics CRM deployment. Experlogix helped Schoolwires consolidate product and service options, rules and pricing into a single intelligent product configuration system, eliminating the need for paper catalogs and cumbersome-to-maintain spreadsheets.

According to Seeley, "The implementation was very successful. We were fully trained after spending one week with the Experlogix team on-site. We then built in our own custom formulas and rules and we were live within one week. It was a huge benefit having their team onsite during implementation - we were learning as we were configuring our own installation. Experlogix was incredibly easy to learn."

Seeley also appreciates the ease of creating and maintaining pricing and discount formulas. "The formula syntax in the Experlogix Configurator is very similar to Microsoft Excel, so having a basic understanding of creating dynamic spreadsheets is all it takes to master the most complex parts of Experlogix."

## Benefits

Schoolwires now uses Experlogix Configurator daily with Dynamics CRM to ensure their quotes are delivered to their customers with speed and accuracy. "We have automated and simplified our quote-to-order process, eliminating 5-to-10 minutes of time wasted per quote. And the rules in Experlogix have greatly improved our quoting accuracy and have kept our discounting policies enforced," says Seeley.