

Success Story

Namasté Solar Electric, Inc.

Based in Boulder, Colorado, Namaste Solar Electric is an employee-owned company that designs, supplies and installs solar energy solutions in homes and businesses throughout the Colorado Front Range Community.

Business Starting to Heat Up

Just 2 1/2 years after starting the business, Namaste Solar found itself riding the wave of a favorable trend toward earth-friendly, renewable energy sources as well as new state legislation that offered tax benefits to homes and businesses that implement solar solutions. Brian Moore, Information Technology and Project Manager for Namaste, recalls, "Business really began to take off as a confluence of events including advances in solar technology and the skyrocketing cost of traditional energy created a nearly perfect storm for our industry."



Manual System Losing Power

Namaste quickly discovered that a combination of Microsoft Outlook and flat-file spreadsheets did not provide the structure, reporting nor control they needed in order to keep up with exponential growth. After months of evaluating multiple software products and vendors, Namaste selected Integrated Tech, Inc. to implement **SageCRM**.

A Bright New Relationship

According to Brian, "We couldn't be more pleased with our selection of Integrated Tech. We had a very complex vision of how we wanted to leverage our investment in SageCRM to its fullest. Before installing anything, Integrated Tech conducted an extensive discovery process to clearly identify our needs, familiarize themselves with our industry, and define how we could accomplish the desired objective *together*. They truly conducted themselves as a business partner that was genuinely interested in our long-term success and not just in cashing a check for a software sale."

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INDUSTRY

Solar Energy

HEADQUARTERS

Boulder, CO

OTHER INFORMATION

Employee-Owned

Leading Provider of Photovoltaic Solutions

www.namastesolar.com



integrated tech, inc.

END-TO-END BUSINESS SOFTWARE SOLUTIONS

Namasté Solar Electric

Testing the Waters with SageCRM.com

Namaste initiated their CRM experience with SageCRM.com - an easy-to-use on demand version of SageCRM that is designed for businesses seeking a low-cost, low-risk hosted CRM solution. Brian states, "SageCRM.com allowed us to step into the shallow end and test the waters before jumping into a full-blown, in-house implementation." He adds, "It was like a get-out-of-jail-free card ... there was no long-term contractual obligation to use SageCRM.com which helped to mitigate the risk of selecting the wrong product." Once Namaste was comfortable, Integrated Tech assisted them in upgrading to SageCRM and brought the application on-premise. According to Brian, "Based on our due diligence, Sage Software was the only vendor that offered such a clear migration strategy."

SageCRM Shines

With SageCRM implemented in-house, Namaste now had the flexibility of configuring the software to conform to their unique business process. Out of the box, SageCRM provides graphical views that enable you to map the software to existing business procedures and automate workflow. Brian states, "As a project-oriented company, it was important that the software adapt to our established project methodologies." When integrated with email, SageCRM ensures that actions requiring attention or escalation are automatically routed to the appropriate employee. Brian adds, "During the implementation, we were surprised to learn how many employees were using their own procedures, which wasn't necessarily in the best interest of the company as a whole. The controls within SageCRM ensure conformity and consistency throughout our company and has resulted in tremendous efficiency gains."

Looking to a Bright Future

Namaste Solar will soon implement an integration with QuickBooks (developed by Integrated Tech) that will enable sales personnel in the field to access real-time inventory data, quote projects more accurately, and validate that enough material is available to complete a project on-time and ensure outstanding customer service. Brian closes in saying, "I'm grateful for our relationship with Integrated Tech and I'll continue to rely on their expertise as our business evolves."

"Integrated Tech truly conducted themselves as a business partner that was genuinely interested in our long-term success."

- Brian Moore
IT and Project Manager
Namaste Solar Electric, Inc.



Integrated Tech, Inc.
2 Venture Suite 350
Irvine, CA 92618
www.inttech.net



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