

Case Study

OpenAir Empowers Clickability to Scale Rapidly Growing Business at Minimal Cost

The process of choosing a vendor can provide valuable insight into the success of your own business model.

The factors that influence your selection often illustrate the very factors that potential clients look for when making their own business decisions. When selecting a software solution, time and again Software as a Service companies (SaaS) choose the very model that they advocate.

Clickability is no exception to this trend. Founded in 1999, Clickability provides the world's most complete on-demand web content management solution. Their SaaS platform enables non-technical business people to manage sophisticated Web sites, reduce costs, grow revenues, build brands, and foster stronger customer relationships. The company owns a client list that spans the industries of telecommunications, publishing, news media, financial services, technology, manufacturing, education, government, and non-profits ...

The right solution at the right time

Promoting the SaaS model, Clickability chose to implement salesforce.com as their customer relationship management (CRM) tool. In the early stages of adoption, salesforce.com also functioned as a quasi project management tool to track time and create cases for projects. As sales increased, it became clear that this project management solution would not support their growing business. Clickability's professional services team collaborates closely with their support team to build client sites and ensure a smooth launch. A more robust project management tool became imperative as business grew in numbers and complexity. "I was brought in to implement a more efficient process for managing projects," says Alice Glading, Clickability's Technical Project Manager. "Our projects can run anywhere from three weeks to eight months. As a result, our scaling business needs quickly outgrew the capabilities of our solution at the time."

Clickability discovered OpenAir while evaluating SaaS financial systems. "Through some luck and good timing, we were introduced to OpenAir through Intacct, our financial software solution. OpenAir was described as an add-on Project Management module to Intacct and the idea of having both systems fully integrated was extremely appealing," said Sean Noonan, Clickability's Vice President of Finance and Operations. Following a sales demonstration shortly before starting at Clickability, Alice Glading brought OpenAir to the company. After a smooth and rapid implementation the benefits are already visible. "We use OpenAir for resource and project management, and time and expense tracking. The resource management solution clearly shows me who is available to work on what projects," said Glading. "The system is also extremely customizable, especially in regard to reporting. This enables me to tailor the system specifically to our needs." The ability to integrate with Microsoft Project and share OpenAir access with clients further reduced the growing pains that are inevitable when implementing a new system. "Project Managers that are more comfortable with MS Project can easily upload their project plans into OpenAir. This was a huge selling point in getting members on board."

Not just a marketing ploy

“When we talk about the advantages of the SaaS model to potential clients, we aren’t simply trying to make a sale. These same advantages fuel our decisions when selecting software vendors,” said Noonan. “Without a doubt, the SaaS platform provides the best service for the right price.” A known monthly fee and the guarantee of continuous upgrades ensure that you are receiving the best, up to date product at the best price. “In the past, I have had no hesitation in going with a SaaS solution that had a couple features missing from our list of needs. I knew that there was a high likelihood that these features would be implemented quickly,” said Noonan. With a product development team that relies heavily on customer feedback, OpenAir constantly evolves to the needs of its clients.

Perhaps the greatest benefit of the SaaS model is the ability to have all your solutions “speak” to each other. Clickability’s entire business process, from lead generation to book keeping is fully integrated and seamless. On the front end, Salesforce.com opportunities feed directly into OpenAir as projects. Similarly on the back end, all billing and expense figures feed seamlessly into Intacct. “With this continuous stream of information, our project managers do what they need to do in OpenAir and all their data directly pushes into Intacct. This makes my life easier while tracking billing as it simplifies the process and gives me more options,” said Noonan.

Unlocking hidden potential

Only after a few months of use, Clickability has found previously unknown benefits of OpenAir. “When signing on with OpenAir, our original thought was to use the product for managing strictly our professional services projects. However, we quickly discovered that OpenAir could more than handle our in-house internal projects as well,” said Noonan. The beauty of the SaaS model is that your software will grow and evolve with you. As a company develops greater needs in its business processes, SaaS software develops more robust functionality to tackle these issues, all at no additional expense. “The greatest benefit of having our SaaS solutions fully integrated is that they grow together. We have barely scratched the surface of our Intacct integration. However we are very excited about the potential that we know it holds,” said Noonan. “As we increase our use of Salesforce and Intacct, our use of OpenAir automatically increases and vice versa. By completely adopting the SaaS model when choosing our solutions, we guarantee that all our software suites will work and grow together as our company scales and expands.”