



# InterWeave Smart Solutions

## CUSTOMER SOLUTION CASE STUDY



**Customer:** Cast Software  
**Web Site:** [www.cast-soft.com](http://www.cast-soft.com)  
**Country or Region:** Toronto, Canada.  
**Industry:** Entertainment Industry

**Partner:** InterWeave Smart Solutions  
**Website:** [www.interweave.biz](http://www.interweave.biz)

### Customer Profile

CAST was incorporated in 1994 as a lighting consulting company and to develop a lighting design software – wysiwyg (which means What You See Is What You Get – fitting for pre-visualization software). Today's penetration has achieved market dominance in the entertainment industry – it is the industry standard.

Since 1994, CAST has developed and delivered software solutions to the entertainment production industry by automating the planning, design and productions of film, TV, stage, theme parks, road shows and large special events. CAST's Emmy and Gemini award winning wysiwyg design suite, with its proprietary CAD plus industry-specific library of >20K intelligent, automated, robotic and conventional lights, hardware and equipment, and textures, provides the single point of design and pre-visualization for motion, lighting and media controllers.

### Vendor Profile

With offices in New York, Connecticut and Ontario, Integration Technologies, Inc. (ITI) developed "InterWeave<sup>®</sup>", a comprehensive SaaS integration platform with solutions that connect CRM, e-commerce and financial applications in the Cloud. ITI's complete, configurable solutions.

There are a variety of InterWeave Smart Solutions available; from CRM, Financial, Payment Gateways, ERP, eCommerce, Billing and more. Contact us at 203 274 5226, email [sales@interweave.biz](mailto:sales@interweave.biz) or [www.interweave.biz](http://www.interweave.biz).

**InterWeave SMART Solutions deliver powerful yet easy-to-use configurable integration Solutions for our SugarCRM customers, allowing seamless integration of data uni or bi-directional with their QuickBooks.**

**"With InterWeave's SaaS, Configurable Integration, we can seamlessly integrate our SugarCRM Accounts, Contacts, Quotes and Products with our QuickBooks; all in real-time."**

**Stan Velit, CEO<sup>®</sup>**

### SugarCRM Features:

#### SugarCRM Automation

- Engage Customers and Compete
- Maximize sales with a tightly integrated, complete set of lead-to-contract sales tools
- Close and Win Deals
- Enable sales teams with productivity-driven apps, a complete customer 360, and sales team collaboration
- Expand and Predict Sales
- Cross-sell and up-sell using white space analysis and product recommendations

#### Sales Performance Management

- Plan and Optimize
- Align territories, quotas, and incentive plans to the business strategy
- Motivate and Reward
- Use games, performance tactics, and rewards to promote targeted behaviors
- Coach and Train
- Identify successful selling techniques and offer in-context coaching

#### Partner Relationship Management

- Recruit and On-Board
- Accelerate channel sales using a fully-branded partner portal, self-service registration, and automated assignment
- Engage and Plan
- Use channel program management, business planning, market development funds, and social collaboration to engage with partners
- Deliver and Track
- Achieve sales results with partners and track results throughout the sales cycle

#### Customer Data Management

- Consolidate and Cleanse
- Build a clean and correct master profile from multiple sources that everyone can trust
- Complete and Enrich
- Build a better record by enriching your customer profile with data from a variety of sources
- Coordinate and Share
- Share complete and accurate data with other systems for faster decision making

### InterWeave Smart Solutions are Different:

- Complete, pre-built integration Solutions - between "Best of Breed" applications
- All processes, workflow logic, mapping is ready for you to configure - with a mouse and the web
- **Smart Solutions** are completely configurable by the customer with pick lists, drop downs and custom fields
- Start-ups, SMB or Enterprise - select exactly the right type of configuration model for you - modify at any time
- Extensive portfolio of **Smart Solutions** waiting for you to configure
- Complete outsource packages available - no software, no hardware, no developers, no overhead - just sign and go