



# GEORGIA BUSINESS LEADERS



**F**orbes\* has ranked *Georgia* as one of the top 10 states for business and careers. With a vibrant work force, positive regulatory climate and strong growth forecast over the next five years, *Georgia* is one of the leading pro-business markets in the country.

This special section shines a spotlight on several dynamic companies playing a part in *Georgia's* growth and success.

\*Source: [www.forbes.com/places/ga](http://www.forbes.com/places/ga)



## FEATURED COMPANIES

**EMERALD DATA NETWORKS, INC.**

[www.emeralddata.net](http://www.emeralddata.net)

**NEAD WERX**

[www.neadwerx.com](http://www.neadwerx.com)

**BLUEFIN PAYMENT SYSTEMS**

[www.Bluefin.com](http://www.Bluefin.com)

**CONFIGERO**

[www.configero.com](http://www.configero.com)

# Customized CRM Solutions Increase Revenues, Improve Efficiencies

## Configero

### Configero — A Trusted Salesforce.com Consulting Partner

By helping companies harness the power of Salesforce customer relationship management technology, Atlanta, Ga.-based Configero has solidified its standing among the nation's leading providers of CRM applications and consulting services. In less than five years, Configero CEO & founder Jody Hamlett leveraged his extensive knowledge of Salesforce's groundbreaking cloud-based solutions to drive the development of a series of highly customizable software products built on the popular platform as well as complete lifecycle consulting services that maximize organizations' CRM investments.

Competing in the highly charged technology industry, Configero is winning market share and rankings. The company appeared on the *Inc.* 500 2013 listing (No. 10 in Georgia and No. 38 among all IT service companies in the nation), and also earned top rankings in the prestigious *SourcingLine* Leaders Matrix, snagging the No. 1 application developer and No. 2 Salesforce consulting company titles.

*“Configero helped us conceptualize all the power that the Salesforce.com and Force.com platforms bring to bear...our outbound calling productivity has increased by 30 percent and our ongoing partnership has provided greater visibility into our business processes and given us the tools and strategies we need to grow.”*

—Steve Robb, Vice President of Operations  
ControlScan

Hamlett, who worked for eight years as a Salesforce.com consultant early in the SaaS giant's history, and his team bring deep expertise in the Salesforce platform as well as in the “real world” where companies are increasingly moving to the cloud to run their businesses. Business-savvy Configero consultants understand how to deliver on the promises of cloud CRM to transform small businesses as well as large enterprises like PGA Tour, DHL and Sandoz/Novartis. They are also experts in customizing the platform to align with



*CEO & Founder Jody Hamlett leads an advanced best practices session on Salesforce adoption for an audience in Toronto.*

unique organizational needs, enabling Salesforce to support and improve sales, marketing and customer service.

Working closely with so many Salesforce customers and identifying common pain points led Configero to build its own native applications such as Grid for Salesforce, which cuts the time to filter, sort and update large volumes of data by 80 percent. By making Salesforce quicker and easier to use, adoption rates surge, driving increased technology ROI and value. Configero also creates custom apps, much like those on mobile phones, to seamlessly connect clients' front- and back-office processes with Salesforce, resulting in automated management of areas like claims processing, outbound calling and project management.

Just as importantly, Configero's clients optimize every dollar of their Salesforce investment by using it as the backbone of their growth strategy. “We see firsthand how quickly organizations grow using Salesforce, so we sit down with clients very early in the process to pinpoint goals and project how their needs will change as the business evolves. We get new users up and running, transform established processes into more efficient, collaborative operations, and create a roadmap for continued success,” explains Hamlett. “We support clients throughout their entire business lifecycle with innovative CRM solutions that not only deliver automation, but also provide critical business intelligence to influence better decision-making and results-driven strategies.”



*Hamlett illustrates the power of custom apps at the Salesforce partner expo.*

**configero** ▶

YOUR ROADMAP TO CRM RESULTS

Configero's native applications are available on the Salesforce AppExchange.

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