1CRM CASE STUDY

ALLOcloud - zero to millions with 1CRM

BUSINESS OBJECTIVE

Founded in 2009 and based in Brussels-Belgium, ALLOcloud offers an advanced service of hosted telephony. Providing their services all around Europe, their major differentiator is that their cloud platform provides a very rich API - allowing Partners to integrate it with their own applications.

ALLOcloud began using 1CRM right when the business was founded. To grow effectively, they needed a CRM that covered all areas of their business within one platform, and could be accessed from anywhere.

REQUIREMENTS

- Flexible
- Scalable
- Easy to customize
- All-in-one CRM system

THE SOLUTION: 1CRM ENTERPRISE EDITION

The ALLOcloud team reviewed many CRM packages and 1CRM Enterprise Edition stood out as the perfect combination of features, price, and flexibility. Also, as an open source solution, their in-house web developers could make changes to the system – personalizing and expanding 1CRM to grow with their business.

BUSINESS BENEFITS

- Provides anyone in the company with an instant 360 degree view of any customer
- Consolidates five systems into one
- Integrates easily with other products & services
- Better business structure

RESULTS

ALLOcloud successfully implemented 1CRM throughout their sales and administrative staff, and customized it by adding custom fields and workflows. They are currently collaborating with 3aCRM (1CRM partner) to develop a link between 1CRM and their banking system, in order to reconcile customer payments.

Since their initial implementation, they have made **millions**, hired over 20 staff members, and now serve **5000+** customers!

"1CRM has been a very good investment so far and allowed us to grow from zero to a multi-million dollar (sorry, Euros!) business."

Jacques Gripekoven
Managing Director
ALLOcloud

3 Favourite Features

- Workflows ↗
- Reporting ↗
- Accessibility from anywhere ↗

ABOUT 1CRM

Founded: 1997

Ownership: Privately held Canadian company

Headquarters: Victoria, BC

Partners: Worldwide

1CRM is a highly customizable and cost effective Customer Relationship & Business Management system. It allows you to organize your whole business within a single web application, and access that information at any time. Available in the cloud or on-premise, you can make 1CRM your own.

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