

Challenges faced by Economic Development Organization

1. **Managing data** related to people the EDO interacts with is never easy or straight forward. Across the board, with EDO of different structures and sizes, the one thing people find difficult, How to manage contact and company information. Organizations big and small have the same problem of how to collect, save, search and share information related to people and companies they work with.

2. **In-ability to track all interactions with each company, contact.** Like calls, emails, meetings, to do, follow-ups etc. Consider this day to day scenario, an executive from the EDO has a meeting with a Manager of an company that wants to invest your city, before the meeting the executive wants to know the history of interactions with that company from the EDO, it is a nightmare trying to piece together this info. This is a common challenge faced by all EDO executives.



3. EDO staff's **challenge in managing projects and events sponsored by the EDO.** Every EDO has various initiatives and projects that they would like to manage in a central location. Every project is different and needs to be managed in its own accord. Managing, project goals, budgets, pledges, members and activities is quite daunting, many EDOs try to do this via excel or some online project management app that is not meant for an EDO.
4. **Executive staffs lack of oversight and overall grasp** of what happens on a day to day basis. Imagine you are the Executive director of the Central Ohio regional Economic development board, you oversee and several EDO organizations, you also meet with other boards and executives to improve their participation within the region. The data and information generated by these EDOs will be overwhelming to anyone. It will be difficult for you to even answer basic questions like, What was the total investment in dollars year over year? Or How many new jobs did your EDO create year over year?. This lack of oversight into data and reporting and dashboarding is a key drawback for many EDOs.
5. Most importantly. Inability to view their CRM data where they want it and when they want it. Have all the data you need and tracking all the data you want does not do squat, unless you can reach it when and where you need it.

Also, the EDOs board of directors have requested to be able to view certain data on their personal device and ability to add information from their iPads and tablets. Enabling **access to data via mobile devices** is a key challenge every EDO faces.

Most requested features in a CRM for EDO



Member Management

Manage your Participating member, Tiered members, Sponsors, Investors and other key resources for your organization.

Investor Management

Expanded Investor management will track

support goals, pledges and for casted investments in your region.

Project Management

Whatever type of project, we can handle it with ease. Projects like Incentives, Workforce management, Grants Management,

Events Management

Your Centralized location for Public Events, Room bookings, Email Marketing/Campaign

Events Management

BRE Survey and general Surveys are inbuilt and works with your existing data.

Member Portal

User friendly portal for clients will enable your constituents and members access your information directly.

Outlook and G Suit integration

Ability for the CRM tool to seamlessly integrate with Microsoft Outlook or Google's G-Suite application is needed.

Other Features

1. Marketing and email campaigns.
2. Reporting and Analytics
3. Mobile capable
4. API Capable.
5. Other features like BREs, Survey and Dedicated case management.

Ranking of CRM used by EDO



Ranked #5. Executive Pulse

Brief: Is a custom built web application built on Microsoft technologies using SQL server as the backend data repository. Though feature filled, it lacks ability to integrate with other systems, no user community, very closed framework and can't be extended easily.

Ranked #4. HubSpot CRM

Brief : Claims this is a free CRM tool,

however , you would need a developer to customize it, reporting is limited and quickly becomes costly with all the customization.

Ranked #3. Zoho CRM

Brief : ZohoCRM is good product for storing basic information for your customers and clients and organizing interactions. It lack the ability to customize the application easily with the free version, once you need the advanced version, it will pricy and time consuming to get it right for and EDO usage. A good Starter CRM.

Ranked #2. Microsoft Dynamics 365

Brief : It is cloud based, from an established company. It has easy integration with Microsoft office suite. It expands well and can be adaptable. Though late in the game and trying capture market presence, MS Dynamics is trying to catch up with the Market leader Salesforce. Needs implementation team and costs can be prohibitive for smaller organizations.

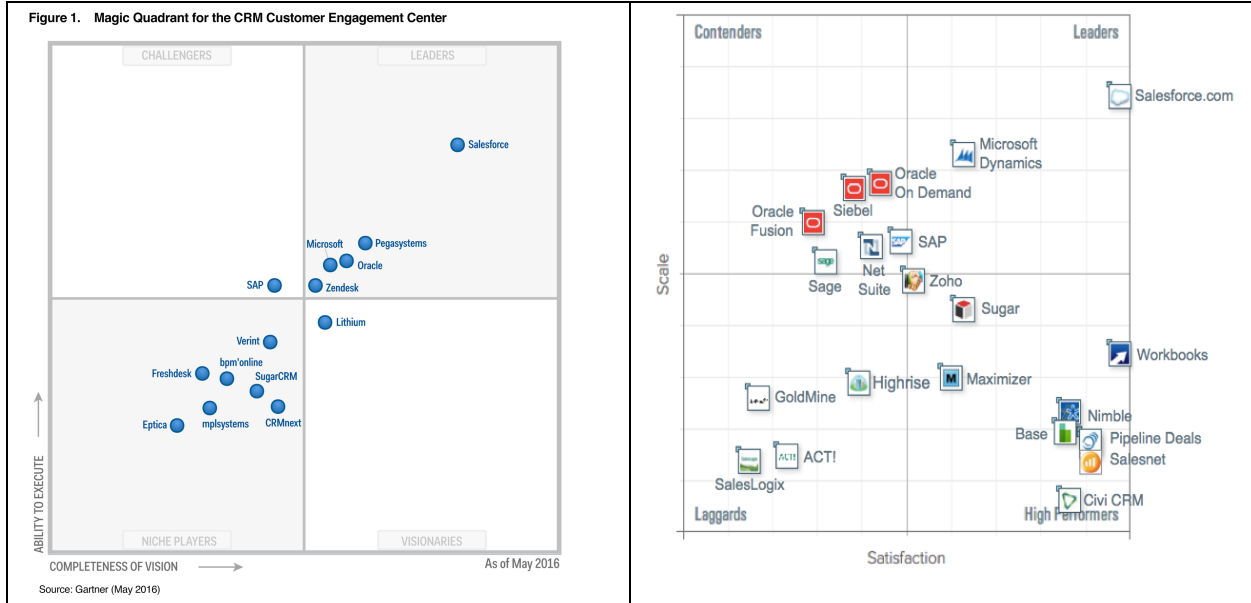
Ranked #1. Salesforce CRM

Brief : There is a reason why Salesforce is ranked as #1, as the pioneer in CRM product , Salesforce has been in the market for a long time. It is Cloud based, highly customizable , highly extendable and easily maintained and implemented with basic training.

If you are familiar with Salesforce you can learn from it is free trailheads and try it out for Free before you implement it. If you are unsure, any number of implementation partner can help you with a quick start program.

Value realization metrics

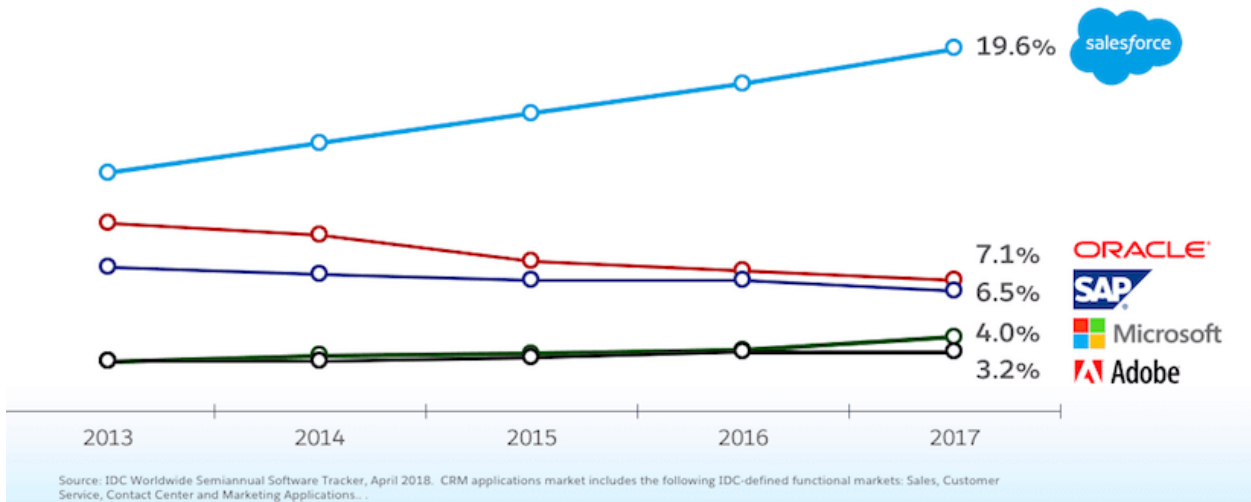
The below charts shows the Gartner Magic Quadrant chart for CRM market and a Satisfaction Survey. These indicate clearly the segment leader as the #1 ranked Salesforce.



The next chart is an indicator of Market trust with the #1 Ranked CRM software Salesforce.

Salesforce. #1 in CRM, Sales, Customer Service, and Marketing

Worldwide CRM applications 2017 market share by IDC



One thing to note is the other CRM products mentioned in this paper does not even account in the market share in CRM usage.

CRM COMPARISON REPORT FOR ECONOMIC DEVELOPMENT ORGANIZATIONS



If your organization is facing one or more of the issues discussed in this white paper, please reach out to Cyrtene for a FREE initial consultation and CRM audit.

Let Cyrtene Help with your organization realize its full potential, provide your team with the #1 Ranked CRM.

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