



# Entrinsik Informer Case Study



## **The Linux Foundation integrates Informer for end to end, closed-loop marketing and business development analytics**

### **The Challenge**

The Linux Foundation is a nonprofit consortium dedicated to fostering the growth of Linux and collaborative software development. Founded in 2000, the organization sponsors the work of Linux creator Linus Torvalds and promotes, protects and advances the Linux operating system and collaborative software development by marshaling the resources of its members and the open source community.

The Linux Foundation uses the Sirius decision making model for its lead generation efforts and needed end to end closed-loop analytics on all aspects of their marketing and business development activities to determine where to invest to maximize fundraising potential. This highly skilled team needed an effective way to coordinate business activities, track interest in the foundation, and follow-up on leads.

The Linux Foundation was using SugarCRM Professional's out-of-the-box reporting module, however the user interface was underperforming based on their needs and they were not able to generate complex reports and visualizations. The foundation of a solid CRM strategy is capturing and leveraging the right information to build key relationships and they were missing a critical piece of the total CRM solution.

### **The Solution**

Entrinsik Informer was recommended to the team at The Linux Foundation by their business partner Epicom after they shared their frustrations with the current reporting and business intelligence (BI) solutions available in the market today. Epicom helps companies like The Linux Foundation deploy, customize, and integrate state-of-the-art CRM systems and has partnered with Entrinsik to provide





organizations with the ability to perform multidimensional reporting and advanced data analysis in order to better track, understand and manage their SugarCRM data with Informer.

Informer integrates with all licensed versions of SugarCRM and Sugar Community Edition. Data in Sugar is pushed into Informer in real-time and Informer's intuitive, web-based interface is easy to navigate, enabling users to create and customize their own reports and dashboards. The Linux Foundation needed the advanced reporting, analytic, and the dashboarding components of a comprehensive BI solution that Informer provided.

*"A part of what we do at Epicom is consultative. We evaluate the best products out there in the market and integrate those applications into a comprehensive CRM solution. By partnering with Entrinsik, we are able to provide an integrated and robust reporting solution for our customers," said Bill Harrison, CEO and Founder of Epicom.*

## The Benefits

"Informer's foundation is rock solid," said Mike Woster, COO & Vice President, Business Development. "The underlying technology of Informer is very robust allowing the mashup of multiple data sources as well as the generation of any number of complicated reports that involve multiple unions and joins."

The integration of SugarCRM with Informer gives The Linux Foundation instant visibility into their marketing and business development metrics from multiple perspectives. They can now more effectively interact with and analyze data to uncover critical insights and make data-driven decisions to drive foundation operations.

"The user interface in the latest version allows easy generation of dashboards for any number of reports that were created including one click access to the underlying reporting data that drive that visualization, said Woster."

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- Mike Woster, COO & VP, Business  
The Linux Foundation

## Getting Started

To get started on a free trial visit <http://www2.entrinsik.com/informer-sugarcrm>. For additional details or a personalized DEMO, contact Sales at [sales@entrinsik.com](mailto:sales@entrinsik.com) or call 888-703-0016.

For more information about Epicom Corporation, visit [www.epicom.com](http://www.epicom.com), email [info@epicom.com](mailto:info@epicom.com) or call (512) 481-9000.

