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Case Study: Custom Software Development for Integration of Surado CRM and Quotewerks Software for Innquest Canada.

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Project: Innquest Canada utilizes two main software products for effectively running their business. Surado CRM (Contact Relationship Manager) organizes all of their clients and potential clients and Quotewerks produces quotes of their products to their customers.

In the summer of 2009, Viva Media was approached by Innquest Canada to write custom software that would take quotes created by Quotewerks and post information to from the quotes to the company's account in Surado. This would allow the users of Surado to obtain quick quoting histories without having to open two software applications and go back and forth between them.

Solution: The creators of Quotewerks foresaw such integration and included what are called APIs (Application Programming Interface) which allows other programmers to write software to enhance their product. They also produced an SDK (Software Development Kit) which lays the groundwork for other programmers to develop such programs. This allowed Viva Media to write Visual Basic software that would capture quoting information as it occurs in Quotewerks and then programmatically posting that information to the Surado Database. The end result is a complete quoting history in each company's account in Surado.