

Collaboro

INDUSTRY:
Information Technology and Services

COMPANY SIZE:
1-10 employees

WEBSITE:
<https://collaboro.com/>

CHRIS WIGAN
Vice President of Sales
and Partnerships



Collaboro Digital Asset Management

Collaboro is a global digital asset management company based in Sydney, Australia.

Collaboro's mission is to untangle content. They do this by enabling all creative content to be stored and organized on their cloud platform, so assets become intelligent content. Using AI and machine learning, Collaboro tags and organizes images, video and artwork into a single location. This makes their clients' assets highly searchable, shareable and reusable, and makes sharing marketing material between agencies, stakeholders and creative partners a seamless process.

In a similar way to the customization that Collaboro offers its clients, the company sought a customizable CRM they could tailor to their needs, and Pipeliner fit the bill. Collaboro uses Pipeliner CRM for tracking all sales opportunities, including inbound and outbound for inside sales, and the activities of reps in live meetings. Pipeliner's powerful reporting capabilities

are also utilized for the accurate presentation of revenue figures to investors.

Hypergrowth

Collaboro needed an efficient CRM solution due to rapid growth.

“In the last six months Collaboro has grown from a team of 2 to 14,” says Chris Wigan, Vice President of Sales and Partnerships. “It’s an exciting time for us as we’re preparing for hypergrowth. My first project at Collaboro was to build a sales team and implement a sales CRM.”

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“I’ve been really surprised by how quick and simple it was. We needed some customized CRM platform and it’s been so simple to update dashboards, show opportunities and display the opportunities we wanted to, as well as import different types of data.”

“Before Pipeliner, we didn’t have an efficient sales process—we were using a combination of Excel and Insightly,” Wigan continues. “I had always worked with Salesforce, but being a small technology business we didn’t need its enormous feature set, and it was too costly for our budget.

“Since using Pipeliner, we’ve been able to increase transparency within the team and can now see what the sales, marketing and customer success teams are working on.”

Unique Selling Propositions

There were two basic unique selling propositions that closed Collaboro on Pipeliner.

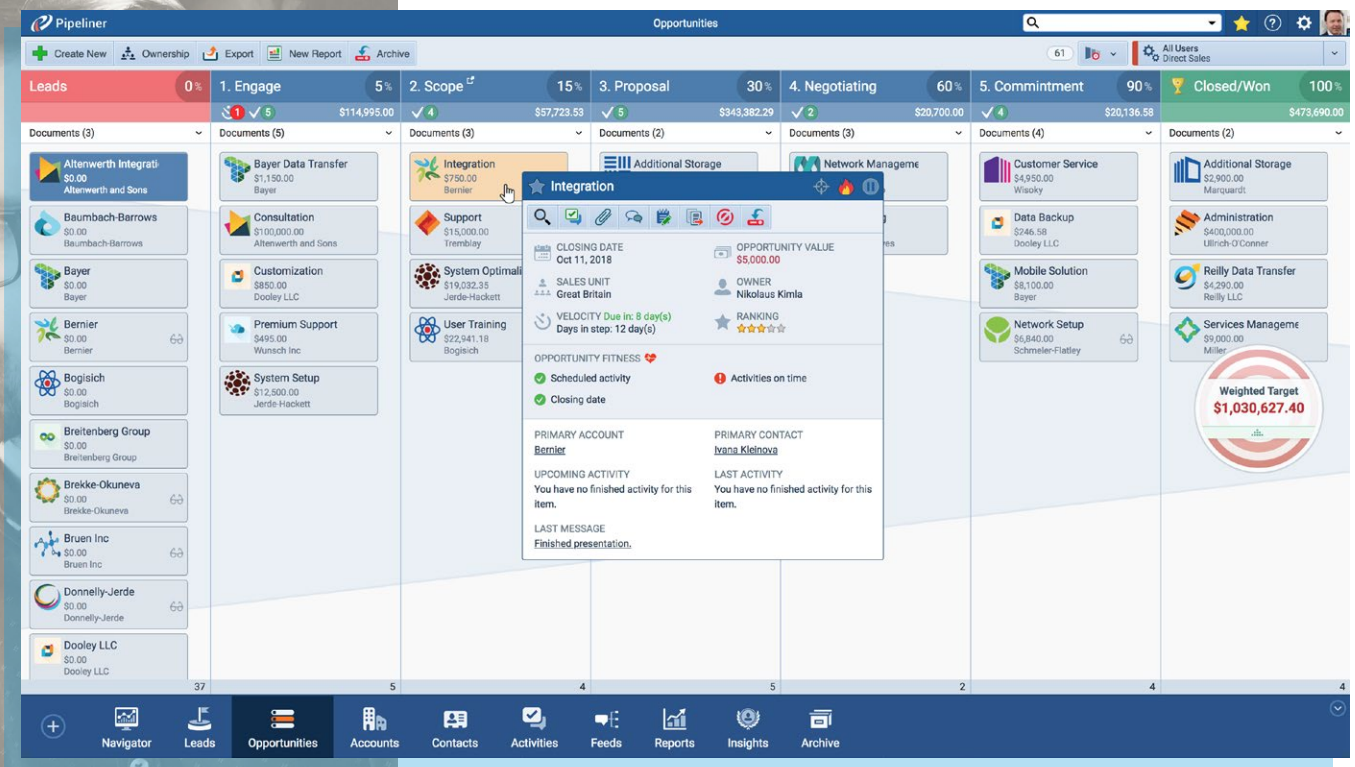
“With any software or technology platform, the value of the system has to be the first priority. With Pipeliner, it was no exception—the visual nature of the platform is amazing,” Wigan says.

But another benefit of Pipeliner for Collaboro has been the service of the their support team in getting Pipeliner up and running. “The assistance in onboarding and training was key for us,” adds Wigan. “Personally I had never implemented a sales

CRM tool before. Having that support from the Pipeliner team weighed heavily in our decision to go with the product.”

Rollout

“Rolling out Pipeliner was incredibly easy,” Wigan reports. “I’ve been really surprised by how quick and simple it was. We needed some customized CRM platform and it’s been so simple to update dashboards, show opportunities and display the opportunities we wanted to, as well as import different types of data.”



Ease of Use

As with thousands of other sites, Collaboro has found Pipeliner extremely intuitive and easy to use. “After using one platform or so many years, it can take a while to change,” says Wigan. “But the good thing about Pipeliner is that it’s so intuitive that you can find what you need very easily. I think with Salesforce and a few other platforms, people can get lost in the system unless it’s been stripped back.”

There was no necessity to do such a thing with Pipeliner. “We treat everyone here like adults,” Wigan laughs. “They have access to the whole platform. So far it’s been working really well and I’ve received no negative feedback.”

“A lot of positive feedback has been around the visualization and the weighted targeting—linking all that through and the velocity of opportunities. For the salespeople to be able to come in every day and visually see who they’re meeting with, what company they’re going to be working with, how they can navigate the sales process and increase their close rate is a huge benefit.”

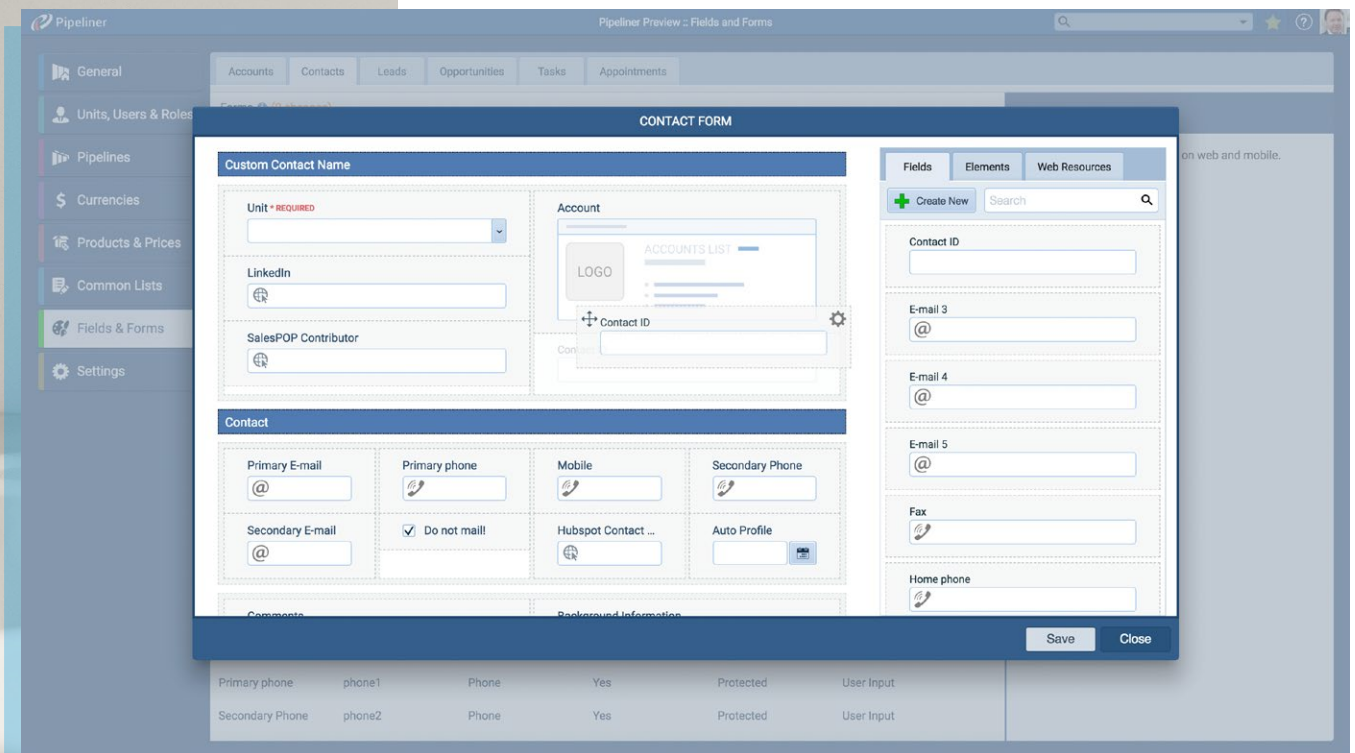
A common complaint about CRM is the amount of admin salespeople must undertake. Again, this isn’t the case with Pipeliner. “It’s not labor intensive,” Wigan says. “The guys don’t feel like they have an increased amount of admin burden, in fact it’s the other way; they feel like it’s less work for them.”

Effortless Administration

Traditionally CRM systems have required intensive training for administrators—and then often a full-time administrator is required. Pipeliner was designed to be easy to administrate, on a part time basis.

“Pipeliner has been awesome,” Wigan reports. “It’s been incredibly easy to maintain. If you need to change something, just jump into the admin feature and change it. It’s super-easy.

“Administration hasn’t taken up a lot of my time. A query will come in, but because the platform is so easy to navigate, a lot of the team has worked it out for themselves and I haven’t had too many questions.”



CONTACT FORM

Custom Contact Name

Unit **REQUIRED**

Account

LOGO ACCOUNTS LIST

Contact ID

LinkedIn

SalesPOP Contributor

Contact

Primary E-mail @

Primary phone

Mobile

Secondary Phone

Secondary E-mail @

☒ Do not mail

Hubspot Contact ...

Auto Profile

E-mail 3 @

E-mail 4 @

E-mail 5 @

Fax

Home phone

Save Close

Primary phone	phone1	Phone	Yes	Protected	User Input
Secondary Phone	phone2	Phone	Yes	Protected	User Input

Recommendation

“I would absolutely recommend Pipeline to others, for all the reasons I’ve stated,” Wigan concludes. “I think Pipeliner provides everything you could need from an enterprise platform, and at the same time you’re able to customize it for your needs.

“It’s also the backend support of the team at Pipeliner that have made the migration of systems so seamless. It is easy to get lost when implementing a new sales CRM and the Pipeliner support team just pointed us in the right direction or showed us how to use it in the most efficient way.”



Pipeliner CRM

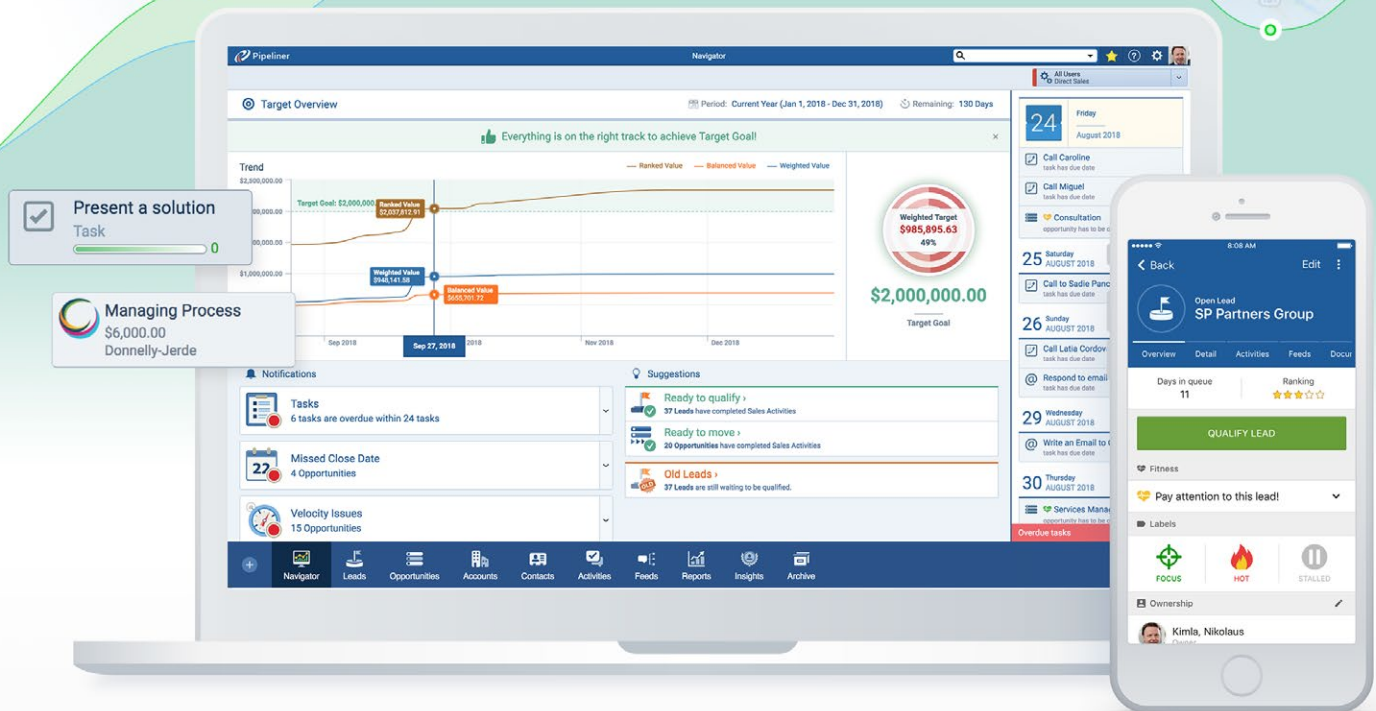
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The Pipeliner Universe—Sales Empowerment, Knowledge, Networking

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