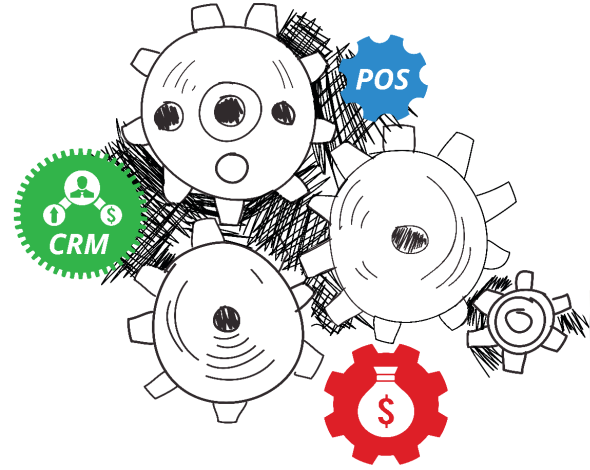




CASE STUDY



# SUNTRIX

## Solar Energy Solutions

## Improved workflows and complete visibility with JCurve

Award-winning business, Suntrix, needed a complete cloud based business management system to improve customer service and accountability.

Suntrix has seen extraordinary growth in the last few years, and naturally a growing business needs systems and infrastructure to support the expansion.

Like many small businesses however, Suntrix initially used a variety of products to manage the business, including a limited functionality accounting system, a standalone web-based CRM system, and countless Microsoft Excel spread sheets for scheduling. Among other factors, the company's growth highlighted that what was missing was a wholly integrated system.

Having worked in a software development company previously, Managing Director of Suntrix, Jenny Paradiso, was very clear about what the business needed from a new system: "It was critical that the product we chose was built for the Cloud, and highly customisable. We wanted a solution where only a minimal amount of functionality was hard-coded and we could turn the system in to whatever we needed it to be to suit our business."

After looking at several different solutions, a friend of Jenny's suggested she consider JCurve.

### The JCurve Solution

Suntrix started the implementation of JCurve in mid-2011 and experienced a hassle free transition from their multiple existing systems to JCurve. The transition began with the business's accounting system and then progressively encompassed other functions including CRM, E-Commerce, and Marketing. Importantly for a busy company like Suntrix, it occurred without downtime or disruption to the day-to-day activities of the business. A key component of the implementation was having a JCurve Project Manager who worked closely with the Suntrix team to ensure the system met the specific needs of their business.



[jcurve.com.au](http://jcurve.com.au)

1800 JCURVE

[info@jcurve.com.au](mailto:info@jcurve.com.au)

Ms Paradiso was extremely complementary of the JCurve Project Manager and described him as, “highly knowledgeable and very helpful”.

The Suntrix business has grown significantly in the last few years, and JCurve has played a major part in managing the growth. In fact, JCurve has become such an integral part of the Suntrix business that it even has its own nickname – Junior. Jenny describes it best by saying, “It’s our baby to be nurtured and loved, and we look forward to seeing it grow up with our business.”

### The Benefits

With JCurve now in place for two years, Jenny says the improvements in the business are many and varied, including: complete visibility of project workflows, increased efficiency, improved customer service levels, time savings, and greater financial reporting.



 **JUNIOR**  
*“It’s our baby to be nurtured and loved, and we look forward to seeing it grow up with our business.”*



### Improved Workflows

When a customer decides to install a solar solution, there are multiple steps in the process, including approvals, purchase, installation and follow up service. With JCurve, the Suntrix team is able to record an entire workflow such as customer correspondence and approvals. Once each step in the process is complete it is recorded against the customer’s record.

### Detailed Project and Financial Reporting

Management can now generate reports to see the status of all projects and how they’re progressing. According to Jenny, “This level of visibility has measurably helped improve our customer service and accountability.”

**To find out more about JCurve contact JCurve today.**

 [jcurve.com.au](http://jcurve.com.au)

 1800 JCURVE

 [info@jcurve.com.au](mailto:info@jcurve.com.au)