

Customer Success Story

ION is a property developer and investor that prioritises both quality architecture and sustainable design. ION, based in Waregem, manages projects all over Belgium and is specialised in mixed, complex projects and works with both residential and commercial properties. ION operates in speculative development projects, public-private partnerships and customised projects.

Success Summary

Sales Cloud
Project Management
Analytical Accountancy
Marketing Automation

Challenge

During the past years, ION has faced a strong growth which made the management team realise that they would face significant challenges in the future with the way of working.

The management team realised that in order to maintain and improve their quality standards, a professionalisation in business processes was a major requirement.



Goals

When looking for a solution, the most important requirement ION had was to have all desired functionalities on one single platform. ION was looking for an **integrated platform** which could house processes such as **CRM, email marketing, invoicing, analytical accounting** and **project management** as well as **business development**. An interface with Exact Online had to be set up for specific accountancy purposes.

They were aiming for a **holistic view** of all sales, marketing and project activities which would tie everything together while significantly **increasing work efficiency** for all departments.

Outcome

Intensive collaboration was achieved between all different internal parties involved in the IT-implementation project, which led to a successful go-live.

After the go-live of the initial project (Salesforce and Exact Online), **Pardot** was implemented to **support the sales department in qualifying and generating leads**.

Customer testimonial

Bert Viaene, CFO



Cloud Innovation provided us with a solution for the business requirements put forward by ION and proved to be a solid IT-implementation partner throughout the process and timely delivered a high quality solution within budget.



ION develop different
www.ion.be