

Microsoft
GOLD CERTIFIED

Partner

GLOBAL PARTNER OF THE YEAR



Ideaca has a wealth of experience with a number of CRM solutions and as one of the first fully certified Microsoft Dynamics CRM partners in Canada, we have delivered over 40 successful CRM implementations for clients across many different industries. As a result, we have developed industry-specific best practices and built creative solutions for our client's unique business challenges. Our expertise with CRM strategy, process and technology has a direct impact on the effectiveness of our clients' CRM solutions. Below are a few select Ideaca CRM customers:

Cineplex Entertainment LLP



Headquartered in Toronto, ON, Cineplex Entertainment LP owns, leases, or has a joint venture interest in 132 theatres with 1,309 screens and is the largest motion picture exhibitor in Canada.

Ideaca implemented Microsoft Dynamics CRM for Cineplex nationally across their media, corporate sales, group sales and gift certificate program groups. The project involved consolidating several disparate customer databases into a single, centralized repository, to provide Cineplex Entertainment employees with a more complete view of the businesses operations.

Catalyst Paper



Headquartered in Vancouver, BC, Catalyst Paper Corporation is the market-leading mechanical printing paper company in both North America and the Pacific Rim.

Catalyst Paper worked with Ideaca to develop a solution termed the "Outlook Sales Portal," a single seamless application that brings together Microsoft Dynamics CRM, Microsoft SharePoint Services and SAP data that is accessed directly from Microsoft Outlook. The focus of the implementation was to provide a single common application for users within the business to access key customer information and record their data.

Custom House Ltd.



Custom House Ltd. is a global payments company that offers extensive foreign exchange solutions using market-leading technology and a worldwide network of trading offices.

Ideaca worked with Custom House to implement Microsoft Dynamics CRM, effectively replacing numerous manual methods and processes in favour of a more automated, collaborative customer management and support solution. The Dynamics CRM solution is integrated not only with Microsoft Outlook, but also Custom House's Microsoft Office SharePoint Server (MOSS) 2007 solution for compliance and customer account-related document storage and management.

Prospera Credit Union



Prospera is the 4th largest Credit Union in British Columbia. With more than 60,000 members benefiting from 16 branches, six insurance offices, once contact centre, and six commercial banking centres, Prospera has combined assets of over \$2.288 billion.

Ideaca implemented Dynamics CRM, giving Prospera employees direct access to secure information relevant to their job function. Marketing investments can now be targeted to focused campaigns based on clear customer insight and opportunities, sales forecasting can now be completed on a timely basis with growing volumes of customer data, and manual processes are now significantly reduced.

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