



Repfabric leverages the Aurinko email add-on platform to drive user adoption and reduce software development engineering costs

Case study

Repfabric;
John Mitchell, CEO;
Tampa, FL

Client profile

Repfabric is a software development company that provides a Customer Relationship Management (CRM) system for multiline selling agencies and manufacturers' representatives.

Employees

25-50

Website

repfabric.com

Industry

CRM, SaaS, B2B
Software, Sales
Performance, Sales
Tracking

Initial challenge

Repfabric needed an efficient and reliable way to integrate data from various email platforms - Gmail, Microsoft Outlook, and Outlook 365 - into its CRM system.

Solution

Repfabric partnered with Aurinko and leveraged its integration platform to access, use, and sync data from Gmail and Outlook.

Results

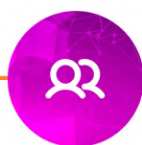
- ☆ The Aurinko platform saved Repfabric more than \$400,000 in software engineering costs, and two years of development time because the company didn't have to build complex email integrations itself.
- ☆ By offering a CRM solution that could be managed from a user's email application, Repfabric was able to win new customers and accelerate sales growth.
- ☆ Offering an integrated solution that is user-friendly, intuitive, and doesn't require customers to change the way they work, continues to give Repfabric a competitive advantage in its industry.



Saved
\$400,000 in
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Saved
2 years of
development
time



Gained
new
customers



Accelerated
sales growth



Improved
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Repfabric background

"We started Repfabric after trying unsuccessfully to find a CRM solution that would help us run our own manufacturers' rep business," recalls CEO and Founder, John Mitchell. "We tried to adapt several big box CRM solutions like Salesforce, Microsoft Dynamics, and GoldMine, but our industry's needs just weren't supported." Recognizing a market opportunity, Repfabric built a CRM solution targeted at manufacturer's representatives selling multiple lines of products.

Repfabric has grown quickly and currently serves over 270 agencies with 2,500 manufacturers' reps around the U.S. Its CRM application enables these agencies to track accounts, contacts, opportunities, tasks, and commissions for multiple vendors. One of the product's most valuable capabilities is a reporting engine that helps reps get paid for their work and ensures that they are meeting vendor requirements so they can protect their sales territories.

Email is "home"

Manufacturer's reps spend most of their time each day in their email inboxes. They favor email because they understand how to use it and all their prospect and customer data flows through their inboxes, too. "We wanted our CRM to be extremely easy to use for the reps. To do that, and to match their speed of business, we integrated directly to their email systems. This ultimately created a notable competitive advantage for our product," said Mr. Mitchell.

Repfabric displays relevant CRM functions in the email application, so users don't have to switch back and forth between systems, and don't have to copy and paste data from one platform to another. "We've been told that the way our product integrates with Gmail and Outlook is better than what Salesforce has built, one of the most successful CRM applications in the marketplace," stated Mr. Mitchell.

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"Aurinko's competence with email systems and synchronization, set them apart from other companies."

"Aurinko delivered a customizable and flexible platform that allowed our team to build our product more quickly and maximize the user experience. We saved years of development time because we didn't need to hire software engineers to create and maintain the complex email integrations that our solution relies on."



John Mitchell
Founder and CEO
Repfabric

Save money and free up engineers' time for your core product

On the surface, accessing, using, and syncing data, to and from different email apps, seems like a straightforward process. In reality, it requires very skilled software developers with specific expertise. "Initially, we tried to develop our own email add-ons and synchronization engine, but we quickly realized that this would take too much time and require an expensive development effort that wasn't focused on our core product," Mr. Mitchell reflected.

When it became clear that Repfabric couldn't build integrations with its existing engineering team, Repfabric decided to evaluate several email integration providers. They eventually selected Aurinko because their product was customizable, scalable, and had a proven track record.

"Most of the vendors we considered lacked the expertise and tools we needed to build a truly seamless and integrated experience for our users," said Mr. Mitchell. "Aurinko's competence with email systems and synchronization set them apart from other companies."

The premier email add-on solution

Repfabric uses Aurinko to deliver Outlook and Gmail add-ons that are accessible via email sidebars. These add-ons enable users to perform different tasks such as: creating account and contact records, parsing email signatures, surfacing relevant CRM data in the email app, and syncing inbox content to the CRM system.

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About Aurinko

Founded in 2019, Aurinko develops a low-code, add-on platform for productivity solutions such as Google Workspace, Office 365, Slack, and Salesforce. Whether you want to build inbox add-ons, plugins for productivity platforms or ultra-deep integrations, Aurinko lets you do it all in a matter of days, not months or years. The Aurinko platform comes out of the box with everything your developers need to build a connected digital experience across web and mobile. From bidirectional sync to event-driven webhooks, we'll provide you with full, ongoing support so you can focus on building innovative and competitive apps that your users love.

To see a demonstration of the Aurinko platform, visit: www.aurinko.io/form