

How Autotask Keeps Us Innovating

THE COMPANY:

The Habor Group designs and supports network infrastructures for small to medium businesses in the architectural industry

THE PROBLEM:

Managing business on multiple solutions, processes ripe for improvement

THE SOLUTION:

Autotask provides single, cost effective solution for improving efficiency

THE RESULT

Efficiency and automation fuel business growth

Corina went on to explain that while her boss was reluctant to get rid of the in-house system, they were convinced to give Autotask a try. Corina dove into the software and, piece-by-piece, and began to implement it across the company, replacing bits and processes that were ripe for improvement.

“At first it seemed really daunting,” she admitted. “I mean, there is soooo much that Autotask can do. It touches every aspect of the business, and I knew that learning it all was going to be a challenge. But I just dove right in, and started using it myself. The online help and support people at Autotask were great, and now, with so many other customers using the online Autotask CommuniTy, I have another amazing resource to tap into.”

LACK OF EFFICIENCY WAS HOLDING THE BUSINESS BACK

When Corina Toothaker first joined The Haber Group a few years ago, she found herself part of an “old school” IT company that was making a nice living with a good base of clients. The New York City company had developed a specialty serving architectural firms, and also offering computer and network related services to small and medium sized businesses.

“The guys were doing okay,” said Corina. “I mean, they were doing well enough to hire me to run the office and manage some of the client accounts, and hunt for new business. But it didn’t take me too long to see that things were definitely NOT running as efficiently as they could or should.”



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Corina Toothaker, The Haber Group



GETTING MORE DONE WITH EXISTING RESOURCES

Two years later, everyone in Haber Group is using Autotask and the company is getting a lot more work done without having to increase staff. Corina has worked with each of the functional areas of the company to automate things that people used to do, and to plug the

holes where things used to fall through and get lost.

“It’s really amazing how far we have come in terms of improving our business processes,” she said. “But it’s even more amazing how far Autotask has come. The product was really solid when we first signed up, but the pace with which

major new features and upgrades come is just amazing. As soon as we master a new functionality to improve our business, I know there will be something else inside the software waiting for us to take it on.”

For more information, or a personalized demo, visit www.autotask.com, or call 518-720-3500, ext. 1

AUTOTASK IDENTIFIED AS SUPERIOR, COST EFFECTIVE SOLUTION

“Soon after I got there, I started to look around for a professional application to run our business,” said Corina. “I looked at several options, and pretty quickly came to the conclusion that Autotask had the superior solution. I liked the fact that it could replace everything we had, plus a lot more. It was also important that we didn’t need to spend an arm-and-a-leg to get it up and running.”