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Keyedin® Solutions application platform, Konfigure™ Helps LoyaltyGenerator Serve Complex Customer Base, Dramatically Cut Development Time

Konfigure Reduces CRM App Development Time by 60 Percent, Generates Significant Savings

MINNEAPOLIS, MN – September 11 , 2014 – [Konfigure](#), a disruptive Cloud-based development platform from leading Cloud-enablement provider [Keyedin® Solutions](#), today announced the successful rollout of a custom-built customer relationship management (CRM) solution created for [LoyaltyGenerator](#), a Konfigure customer that provides an affordable, automated, measurable communication solution to a diverse client base. LoyaltyGenerator, Inc., worked with Keyedin Solutions to build an enterprise-class Cloud application without coding, shaving 60 percent off the development timeline and reducing costs significantly.

“Our new CRM app is fully customized to support our complex datasets and unique workflows for different customer segments,” said Bryce Ebeling, chief executive officer and founder of LoyaltyGenerator, Inc. “Konfigure gave us the tools to create unique workflows for multiple processes, including customer support, billing and onboarding, while handling a variety of client types and meeting the criteria of multiple distribution systems. No off-the-shelf solution could manage our processes, and the estimates we received for custom development averaged about \$150,000, taking up to nine months. The application built using Konfigure was developed without coding in just three months for a huge savings.”

Prior to utilizing the customized app built with the Konfigure platform, LoyaltyGenerator used a patchwork solution comprising Google® productivity apps and Excel® spreadsheets, which made it difficult to efficiently manage the sales and prospecting process. The company had tried two CRM systems previously, but neither fully met their business process optimization needs. Ebeling says the Konfigure platform allows his company to fully leverage its robust, complex data model with the workflow and optimization solutions it needs for efficient, effective operations.

“The Konfigure platform is user focused, so companies like LoyaltyGenerator can easily automate processes and workflows, define business logic and rules and quickly access data,” noted Lauri Klaus, chief executive officer and founder of Keyedin. “A user-driven solution like Konfigure allows companies to focus on getting their processes just right for their unique business purposes, instead of obsessing over coding and development issues.”

Ebeling reports that using the Konfigure platform allows LoyaltyGenerator to scale up to meet demand, support distribution channel partners and effectively manage sales and support workflows, which amounts to a competitive edge in their industry. To find out more about how the Konfigure platform drives rapid development of enterprise applications or to request a free trial, please visit www.konfigure.com.

About LoyaltyGenerator, Inc.

LoyaltyGenerator, Inc. helps small business owners maximize their marketing efforts by providing the collective resources needed to strategically and automatically engage with new and existing customers, with no effort or time required. The automated cross-media marketing platform fills the communication gap with timely, relevant and personalized email, direct mail, SMS and/or call center messaging support for companies who have significant administrative burdens, lack specific marketing expertise or have limited budgets. For more information, visit www.loygen.com.

About KeyedIn[®] Solutions

KeyedIn[®] Solutions is a Cloud enablement company that develops specialized business applications focused on helping organizations drive results. The company's Cloud-based software systems provide a more flexible, scalable and affordable means to simplify processes, improve performance and gain a competitive edge. Konfigure™, the company's Cloud application platform, allows new applications to be developed faster than ever before while KeyedIn[®] Manufacturing is a manufacturing execution system (MES) that provides unprecedented workflow flexibility and the ability to affordably integrate distributed enterprises. KeyedIn[®] Projects, the company's project management suite, offers a project portfolio management (PPM) system that supports program management offices in businesses of all types and its professional services automation (PSA) software serves professional services organizations. Keep up with us at www.keyedin.com, Twitter@KIKonfigure; Facebook: www.facebook.com/KeyedInSolutions; or LinkedIn: [KeyedIn Solutions, Inc.](http://KeyedInSolutions, Inc)

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